

# The National Underwriter

LIFE INSURANCE EDITION

B44

FRIDAY, JUNE 21, 1929

## MISSOURI STATE LIFE

*The Progressive Company*



THROUGH its progressive ideas, prompt service and liberal treatment of policyholders and representatives, the Missouri State Life has risen to a position of rank and leadership which many other Companies twice its age have not yet attained. To give efficient, helpful service to its clients and field men is the Company's constant aim—and the foundation of its continued growth.

HILLSMAN TAYLOR, President  
St. Louis, Missouri



Admitted Assets Over  
**\$131,000,000.00**

Insurance in Force Over  
**\$1,200,000,000.00**

# Two New Policies

CENTRAL LIFE SELECT RISK.      Rate at Age 35 - \$19.71  
(Ordinary Life, N. P.)

MODIFIED TERM EXPECTANCY. Rate at Age 35 - \$14.03

Life Expectancy Policy with cash values,  
extended and paid-up values,  
and conversion privilege. N. P.

PRODUCTION from Central Life men for the first five months shows an increase of 60% over the same period of 1928—a definite testimonial that our representatives are receiving unusual assistance from a Home Office that knows Field Problems.

*It will pay you to investigate*

CENTRAL LIFE INSURANCE COMPANY  
*of* ILLINOIS  
CHICAGO

ALFRED MAC ARTHUR,  
*President*

R. E. IRISH,  
*Vice-President*

S. B. BRADFORD,  
*Secretary-Treasurer*

**1930 JANUARY 1930**

SUN	MON	TUE	WED	THU	FRI	SAT
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

**FIGURE IT OUT TOGETHER**

**YOUR FUTURE CALLS FOR AMPLE LIFE INSURANCE AS PART OF YOUR BUDGET**

ACTUAL SIZE 16" x 9"—COLORS ORANGE AND BLACK—TWELVE PICTURES

**WHAT THEY COST YOU**

Quantity .....	100	150	200	300	500	750	1000	5000 or more
Price .....	.14	.13½	.13	.12½	.12	.11½	.10	.09½

Prices include imprinting of name and advertising. Mailing containers can be purchased at slight extra cost.

SHIPPING CHARGES TO BE PAID BY PURCHASER.

**GET THE EXCLUSIVE FRANCHISE FOR YOUR TOWN—NOW**

Exclusive franchises for this calendar will be given to agents except in certain large cities. The franchise will be based on the quantity of calendars allotted to that particular territory.

The first agent to order gets the franchise. Write now and ask for the quantity which will give you the exclusive distribution for your town.

**ALSO A JUMBO CALENDAR FOR OFFICE, STORE AND PUBLIC BUILDING USE**

Many agents require an especially large calendar for distribution to large offices, business houses and other places where an art calendar is not wanted. For that purpose, we have a jumbo office calendar. The pad measures 15" x 21". It is printed in dark green and red and mounted on a heavy cardboard hanger 21" x 7½". This entire space is available for your advertising. Your name and copy can be printed in large bold block letters.

**25 cents**

There is a flat price of twenty-five cents each for these calendars in any quantity. No less than fifty calendars can be ordered. There is no exclusive franchise on this calendar.

# AT LAST!

## A REAL INSURANCE CALENDAR FOR LIFE AGENTS

"Where can I get a good insurance calendar at a reasonable price?"

There has been such a widespread demand for a calendar of this type that The National Underwriter, ever alive to the needs of insurance agents and brokers throughout the country, has designed a calendar to meet your requirements.

**WHAT IS IT LIKE?**

To begin with, it is a twelve sheet, two color rotogravure calendar printed in orange and black, size 16" x 9". Each month there is a new attractive picture with a message.

**A DEFINITE SELLING APPEAL**

The twelve pictures were selected not only because they were attractive calendar subjects, but each one features some particular kind of insurance and has a definite selling thought.

This means that wherever one of your calendars is hung, not only is your name and advertisement there for the whole year, but during that time twelve graphic selling thoughts for various kinds of insurance are presented.

**YOUR IMPRINT**

There is a generous space measuring 2" x 6½" for your name and advertising. This appears just under the picture and will always be readily seen. The type used for your name will be large and easy to read.

**THE CALENDAR PAD**

The calendar pad is large. It measures 5½" x 7½". It also shows the preceding and following months. Sundays and holidays printed in color. Moon changes are shown. At the bottom of each page, printed in good size type, is a selling suggestion which ties up with the picture for that month.

**THE BEST CALENDAR FOR YOU**

After all, a calendar to be worth your while must be one that not only builds good will because of its attractive appearance and utility value, but it must keep your name and business in front of your clients and prospects. It must suggest the need of some form of insurance. The National Underwriter calendar does all of these things. It is real advertising for your agency. At the same time, it is so attractively prepared that anyone will be glad to hang it in their home or office.

**THE COST IS LOW**

For approximately one cent a month, you can keep your advertising before a client or prospect. In lots of a hundred these calendars sell for fourteen cents each. The price scales down until in quantities of a thousand they cost only a dime apiece.

The National Underwriter,  
Advertising Specialty Department,  
80 Maiden Lane, New York.

Gentlemen:

This is my application for the exclusive franchise on National Underwriter Calendars for 1930, in..... Name of Town.....

..... State ..... Quantity ..... I will buy.....

calendars. Please advise me at once if this territory is open and the quantity necessary to hold the franchise. This is not an order and does not obligate me to buy the calendar.

NAME .....

STREET ADDRESS .....

TOWN..... STATE.....

# Atlantic Rapidly Expanding

## *Extensive and Intensive Development Featured by Marked Increase in Paid Business for 1929*

**Entrance Into Four States and Appointment of Many General Agents in First Five Months of 1929 Is Evidence of Atlantic's Determination to Grow and of Desire of Good Producers to Contract With a Well Established and Progressive Company**

Atlantic's progress since January 1, 1929 has been marked by entrance into four new states. Arkansas is being developed under the direction of a State Agent with headquarters at El Dorado. General Agents have recently been appointed at Springfield, Missouri, and at Newark, New Jersey. Activities are now being commenced in important cities in the State of Ohio.

### **Intensive Development in Older Territory**

In addition to its expansion program, Atlantic is proceeding to develop more intensively states in which it has previously been operating. In Texas a General Agency has been established in Dallas, and in Mississippi operations are being commenced at Macomb. Three General Agencies have been created in the State of Michigan, at Kalamazoo, Jackson, and Detroit. Similarly in Kentucky three General Agents are developing territory, at Louisville, Ashland, and Paducah. An office has been opened at Montgomery, rounding out the organization of Alabama, while the establishment of a General Agent in Winston-Salem, North Carolina, completes the Old North State.

### **Agency Business Well Ahead of 1928**

The wave of enthusiasm on the part of the agency organization in Atlantic's progressive development has been manifested in a large increase in paid business over last year. At the close of April Atlantic's paid agency business was 28% above the first four months of 1928, which compares most favorably with the increase of 9% for the country as a whole reported by both the Life Insurance Sales Research Bureau and the Association of Life Insurance Presidents, and is especially notable when contrasted with the increase of 2% for sales in the South Atlantic States reported by the Research Bureau.

It is anticipated that the business that has been written in the Company's May Anniversary Campaign, in which cash and merchandise prizes are to be distributed to the leading producers, as well as trophies to the winning general agents, will bring the increase in paid business for the first six months of 1929 to a still higher figure.



*All that this Seal Implies*

## *Atlantic Life Offers Its New Men:*

1. A Generous General Agency Contract.
2. Helpful Cooperation from Experienced Supervisors.
3. Sympathetic Counsel by Executives who have themselves been successful general agents.
4. Efficient and Rapid Home Office Service.
5. Valuable Material from the Life Insurance Sales Research Bureau and the Insurance Research and Review Service.
6. Direct Mail Circularization by Agency Department.
7. An Excellent Line of Literature.
8. A Complete Circulating Library, containing all books recommended for reading in preparation for the Degree of Chartered Life Underwriter.
9. Every approved plan of insurance on both participating and non-participating forms.



### **We Are Ready to Make General Agency Appointments in the Following Large Cities**

<b>Chicago</b>	<b>Toledo</b>
<b>St. Louis</b>	<b>Cleveland</b>
<b>Kansas City</b>	<b>Indianapolis</b>

If You are ambitious to go into business for yourself, and have a clean record as a successful producer and organizer, we will be glad to hear from you.



## **Atlantic Life Insurance Company** RICHMOND, VIRGINIA

**ANGUS O. SWINK**  
President

**WILLIAM H. HARRISON**  
Vice Pres. and Supt. of Agencies

# The National Underwriter

## LIFE INSURANCE EDITION

Thirty-Third Year No. 25

CHICAGO, CINCINNATI, NEW YORK AND SAN FRANCISCO, FRIDAY, JUNE 21, 1929

\$3.00 Per Year, 15 Cents a Copy

### New York Agents May Act

**Have Resolution on the Table Which Would Express Views on the Proposed Disability Standard to Companies and Commissioners**

NEW YORK, June 20.—While the puzzling matter of disability underwriting has thus far been entirely a company problem, there is a possibility that the agency ranks may enter the lists on the consideration of the proposed standard code for writing the disability clause. The New York Association of Life Underwriters now has under consideration a resolution on this question, which, if passed, would be presented to companies and insurance commissioners. It has thus far been tabled for further action, but it is still pending and the executive committee of the association may take action on it during the coming weeks, or at least before the fall meeting of the commissioners, when this proposed standard is scheduled for a special session of conference. The old executive committee, just retiring last week, did not feel it best to take action, with a new committee taking office this week, but the latter has the matter before it and it is expected to come to some decision in the next few weeks.

#### Are Now About Evenly Divided

Thus far, there has been a very evenly divided stand among the agency ranks. The executive committee of the association has had such an even division of votes pro and con that it has felt it inadvisable as yet to take action. Many of the field men want to put some form of resolution before those having this matter in charge, while, on the other hand, there are some who feel that outside suggestions are not advisable and, beyond that, there is no cause for objection to the adoption of the proposed standard. The agency ranks are keenly affected, of course, by the changes proposed, as several companies will have rather drastic changes to effect in their disability clauses.

That is not the basis of objection, however, the agency men expressing concern over the entry of the state officials into this underwriting problem. The resolution, if adopted, would probably be merely an expression of disapproval over interference by the state and the erection of a system of control of underwriting by departmental ruling. They feel that this would hamper company initiative and open the way to more serious restriction in this and other connections in the future. It is the first step in which the state has acted thus drastically without company regulation of a sort previously and the agents would prefer to have their companies take what action is necessary, without the state stepping into the controversy. It is particularly pointed out by those interested in this, that the disability clause is still in the wholly experimental state and not yet ready for the straight-jacket of state regulation. They believe that too strict regulation under force of state ruling or law will prevent further

experimentation and leave the companies with a permanent clause not much different from that on which they have been suffering huge losses for some time. It is also pointed out that the real difficulty is more in rating than in the handling of the clause and the restrictions on the clause are thus crippling without the desired results.

There has been no other action in connection with the disability clause, the joint committee putting its final conclusions before the National Convention of Insurance Commissioners, which has postponed action until the fall meeting. The Mutual Benefit has filed its brief of objection with the commissioners and otherwise the situation is unchanged. Should the agents take the action which they now have under consideration, it would inject new interest in the issue and promise a very live session at the Canada meeting of the state officials in September.

### Ordinary Life Sales Increase

NEW YORK, June 20.—Ordinary life insurance production showed a satisfactory gain during May, 5.8 per cent over that of last May, but the total production of life insurance for last month was pulled down to a slight decrease by a falling off in group insurance. The report of the Association of Life Presidents, just issued, shows these figures, but it also shows that the decrease in group is more apparent than real, last May being a record month up to that time for group production. Industrial production showed an even more satisfactory situation, its gain for the month being over 11 percent.

#### Gain in Ordinary Is Good

For the five-month period, new ordinary insurance amounted to \$3,769,113,000 against \$3,485,304,000 during the corresponding period of last year—a gain of 8.1 percent. New industrial was \$1,268,381,000 against \$1,208,161,000—a gain of 5 percent. New group insurance was \$404,122,000 against \$463,344,000 a decrease of 12.8 percent. The total written during the first five months of 1929 was \$5,441,616,000 against \$5,156,999,000 during the same period of 1928—an increase of 5.5 percent.

For the month of May, new ordinary insurance amounted to \$801,698,000 against \$757,879,000 in 1928—a gain of 5.8 percent. New industrial amounted to \$246,501,000 in 1929 against \$216,396,000 in 1928—a gain of 11.1 percent. New group insurance was \$109,827,000 against \$205,195,000 last year—a decrease of 46.5 percent. The aggregate of all classes was \$1,152,026,000 against \$1,179,470,000 in 1928—a decrease of 2.3 percent.

The new paid-for business written

### Heads Committee



JAMES D. CRAIG  
Vice-President and Actuary of Metropolitan Life, Lender in Study of "Jumbo Line" Problem

### Plan Joint Work on Jumbo Lines

**Medical Directors and Actuaries Hold Meeting in New York**

### COMMITTEE IS NAMED

**Craig Is Chairman of Group of Two Bodies Which Will Study Large Risks**

NEW YORK, June 20.—Joint efforts of medical directors and actuaries in ironing out the most pressing of underwriting difficulties, large risk selection and disability, are continuing and a meeting of the executive committees of the two parent bodies, the Actuarial Society and the Association of Medical Directors, was held last week, in continuation of the recent general meeting of the two groups. At that session, it was suggested that some form of permanent organization be effected, that these two important branches of the business might be brought more closely together for conference. While no definite organization has been effected, a joint committee has been named, with James D. Craig, vice-president and actuary of the Metropolitan Life, as chairman, which will at least carry their efforts through to the coming winter.

#### View Large Risks

The particular subject under consideration at last week's conference was that of large risk selection, to which the major consideration of last month's general session was given. This was a concentrated consideration of the more general discussion and the findings at this session are to be used as the basis for action later in the year. It is expected that the summary of opinion at this conference will be assembled and during the coming weeks will be amplified by other medical men and actuaries. It will then be submitted to all interested parties and made the subject of another gathering in the fall, perhaps in September.

#### Is Important Step

This union of interests of the medical and actuarial departments is one of the most important developments in underwriting technique in recent years. For many years, in the face of problems of growing importance, the actuaries and medical men have operated on separate bases, having little to do with one another, even though their interests actually overlapped. It was the pressing hazard in large risk selection that brought them to a realization of their actual joint interest and the value of closer co-operation. Having now been brought together in this manner, it is likely that some form of permanent organization will be formed, somewhat

(CONTINUED ON PAGE 13)

## Definite Trend Is Seen in Taxing of Proceeds

### BANK SHOWS THE TENDENCY

#### Statutory Enactments of Recent Legislatures Exempt Life Insurance That Is Left in Trust

The Harris Trust & Savings Bank of Chicago in connection with tax exemption of life insurance left in trust says that a definite trend toward the adoption of legislation exempting the proceeds of life insurance under a life insurance trust agreement made payable to designated beneficiaries or to trustees for beneficiaries is noticeable from the enactments of 1929. It says:

"Five states have passed laws which definitely exempt from taxation insurance that is payable to a trustee for named beneficiaries under a life insurance trust agreement. These are Colorado, Indiana, New Jersey, Pennsylvania and Washington. While the new statutory provisions are not uniform in these states, the intention of the legislatures in each case is plain.

"The statutes in these states, before the recent amendments, were either silent on the subject of the taxability of life insurance proceeds, or merely indicated that if the insurance were payable to the estate, the proceeds would be taxable. In order to avoid the possibility of any court holding that the state may impose a tax upon the transfer of insurance proceeds to named beneficiaries or to a trustee for named beneficiaries, a definite statute was enacted.

"It seems a fair prediction that in the future other states will follow the lead taken by these five states in legislating upon tax exemption of insurance proceeds left in trust."

### Creditors Have No Claim on Life Insurance Fund

Held that by virtue of section 6727, C. O. S. (1921) every policy of life insurance made payable to or for the benefit of a married woman or which after its issue is assigned, transferred or in any way made payable to a married woman, shall inure to her separate use and benefit; and upon the death of the insured husband, the creditors of such beneficiary except those named in sec. 6727, have no interest in the proceeds from such policy. Where such beneficiary receives the proceeds from such insurance policy, and gives a part thereof to her daughter, without any consideration other than love and affection, such gift is not void as to the existing creditors, other than those named in the execution, even though the beneficiary had no money or property left with which to pay her debts. First State Bk. of Delaware vs. Conn., et al., Sup. Ct. Okla.

### R. C. Toombs Sentenced

Roy C. Toombs, president of the defunct International Life of St. Louis, must serve three years in the Missouri penitentiary at Jefferson City and pay a fine of \$300 for issuance of a false certificate of International Life stock unless the Missouri supreme court intervenes to set aside the verdict of a jury in the St. Louis circuit court, which found Toombs guilty as charged by the state.

Circuit Judge Hartman formally passed sentence after a motion for a new trial had been overruled. However, his counsel filed notice of an appeal and he was released on \$10,000 bond.

There are four other state charges still pending in the St. Louis courts against Mr. Toombs, who must also answer in the United States court to a charge that he used the mails improperly.

## W. O. Andrews a Believer in Business Conservation

W. O. Andrews, well known personal producer in the St. Louis office of the Missouri State Life for 15 years, believes very strongly in keeping his lapse ratio down to the minimum. He has been a member of the Quarter Million Club ever since it organized in 1921. His renewal ratio from January to May is 97.7 percent. In an interview with Mr. Andrews, the Missouri State Life "Bulletin" says:

Mr. Andrews attributes his success in conservation to two simple rules: first, sell 'em right; second, have an accurate, dependable system of reminding the agent of renewal dates.

"Well—yes, but that's not it entirely,"

**W. O. Andrews says that there are two simple rules which are responsible for his renewal percentage.**

1. Sell 'em right.

2. Have a simple, workable system for bringing up renewal dates.

Mr. Andrews goes after renewals with the same spirit with which he goes after new business.

responded Mr. Andrews, to a question as to whether "sell 'em right" means selling on the basis of a prospect's need for insurance. "What I really mean is 'sell for 100 cents on the dollar.' The only business that's worth anything is the business that's paid for 100 cents on the dollar.

### Complicated System of Renewals Not Necessary

"As to a system for keeping track of renewal dates—I don't mean a complicated, perfect system that takes a lot of time to keep up. I mean just a simple, workable plan that automatically brings up each renewal date before the premiums fall due—gives you a chance to 'jog them up' a little before the policy lapses. It's a surprising thing how many agents haven't any system of tak-

ing care of their renewals—and you know a man can't remember 'em at the right time.

"The best system I have ever used is the diary system. Some agents like cards, but it's too easy to lose a card. I keep everything right in that diary. If I get a duplicate of a premium notice, I clip it to the page carrying the date when I want to see the man. If the premium is due on the 28th, I turn back four or five or ten pages, and find the notation—'J. B., due on 5-28,' and clip the premium notice to it. Then I know exactly what has happened in that case.

"Only when I know a man very well," was his response to a question as to the

extent to which he depended on telephone calls to remind a policyholder of a renewal date. "If a man is a personal friend, you can call him up and tell him 'You've got a premium coming due in three days, John. Last day of grace—better get a check in the mail for it right away.' But you can't talk to him over the phone like that when you don't know him pretty well. In that case, of course, I make a personal call."

Mr. Andrews is still out after new business with all the enthusiasm of a man 25 years younger than his own three-score summers, even though he has a renewal income sufficient for him to take a vacation as long as he might care to make it. His accomplishments both in conservation and production are such as to command a hearing on how he does it, from most any body of life insurance men.

### P. G. Dallwig Incorporates Insurance Record Business

P. G. Dallwig's life insurance record business has grown to such proportions that he has incorporated his business, which will be known as P. G. Dallwig, Inc., and will be located in the Bankers building, Chicago. Mr. Dallwig is a leading producer for the Darby Day agency of the Union Central Life and took this action in order that he might have more time to devote to personal production.

S. R. Johnson will be vice-president of the new corporation. He is president of Thulin & Co., certified public accountants. R. H. Krammes will be secretary.

The board of directors will consist of Mr. Dallwig, P. L. Tallman, president Tallman, Robinson & Co.; P. H. Manz, president of the Manz Corporation; L. L. Johnson, assistant vice-president the Continental Assurance, and Frank I. Cash, president of Frank I. Cash Associates, advertising agency.

### Coffin Conducts Agency Schools

Vincent B. Coffin, the Penn Mutual's director of education, and members of his staff have started for the west to hold three-day salesmanship schools the next few weeks at Billings, Mont., Seattle, Portland, San Francisco, Oakland, Los Angeles, Salt Lake City and Oklahoma City.

Other members of the department of education are servicing agencies in Kansas City, Vermont, Boston, Baltimore, Harrisburg, Chicago, New York City, Minneapolis, Davenport, Grand Rapids, Saginaw, Topeka, Wichita and Omaha.

### Riehle Talks in Chicago on Business Insurance

#### IS GUEST OF THE ASSOCIATION

#### Outstanding Producer from New York Gives Interesting Address on His Experiences

That any given amount of effort applied to the sale of business life insurance will produce from two to five times as much return as will a like amount of effort applied to personal insurance selling was one of a number of interesting statements—backed by personal production figures—made by Theodore M. Riehle of New York in his address before the meeting of the Chicago Association of Life Underwriters last Thursday. Mr. Riehle, an Equitable of New York representative, who is an excellent speaker and an unusually energetic agent, in one case went abroad to Holland to complete one of his cases, a \$400,000 20-year endowment policy bought for strictly corporation purposes.

#### Talk on Prospect's Affairs

Mr. Riehle stressed the necessity of talking to business men in terms of their own affairs—in tons, yards, shares of stock, always in units of production according to the business the prospect is in. "First," he advised, "get all the facts you can, not only about the man's own business but about the entire field of business or industry in which he is engaged. Then translate the life insurance appeal into terms of your prospect's affairs and show him exactly what his protection is to cost, live or die."

#### Advices Survival Appeal

The speaker advised against painting a gloomy picture for the prospect. He said he always shows the prospect what the insurance will do, "assuming survival." This phrase, he said, has value in the sale because it is psychologically sound in that it suggests to the prospect that he will live to see his business insurance do what he wishes it to do.

"A prospect is not a prospect until he has been examined," Mr. Riehle stated. He emphasized this fact, stating that it is necessary for an intelligent approach that the facts of a man's physical, as well as financial, condition be known to the agent before a concrete sales effort is made.

### Woods Company Elects Donnelly Vice-President

The Edward A. Woods Company, Pittsburgh general agent of the Equitable Life of New York, has appointed McClellan J. Donnelly field vice-president, Clarence B. Metzger assistant to the president and Joseph P. Prier agency comptroller.

Mr. Donnelly joined the Woods Company in 1916 and in his first year qualified for the Quarter Million Club. Since then he has qualified for an honor club every year, including the \$2,000,000 and \$3,000,000 organizations. He has been prominent in association work, having been one of the speakers at the Memphis convention of the National association in 1927. His home is at New Castle, Pa.

Clarence B. Metzger, a graduate of the University of Pittsburgh, following a varied experience in statistical research work, associated with the Woods Company in 1924. His duties at that time embraced research work and revision of publications for the late manager, Edward A. Woods, included among these being "Creating and Conserving Estates," "America's Human Wealth," "The Sociology of Life Insurance," having been coauthor with Mr. Woods on the latter. In 1928 he was appointed an assistant manager.

## Court Rules on Start of Contest

Must Be Action at Law Within Period Stated to Avoid Liability

### NEW YORK JOINS MAJORITY

Question Probably Settled by Weight of Empire State—Reasoning Is Very Frank

Explicitly following the rule that "in case of ambiguity, that construction of the policy will be adopted which is most favorable to the insured," the New York court of appeals, the highest court in that state, has lined up with the majority in ruling on the contestable clause, and holds that a company desiring to contest a life policy containing such clause must begin a suitable court action within the contestable period. It is probable that throwing the weight of New York on that side practically settles the question, except in states that are on record the other way. The decision is in the case of Killian vs. Metropolitan Life.

The policy was dated Nov. 28, 1923. The insured died Oct. 20, 1924. The contestable period expired Nov. 28, 1925.

#### Returned the Premiums

Proof of claim was filed by the widow upon the death of the insured and the company promptly gave notice that it denied liability on the ground of breach of warranty and fraud. A settlement was made with the widow by returning the premium paid, but the settlement did not include the minor children, also named as beneficiaries.

Suit on the policy was brought on Feb. 23, 1928, the plaintiff being the wife, who had already settled with the company, the three children then surviving and the administratrix of a child who had died in 1926. Judgment was demanded for the amount of the policy with interest. After referring to the two lines of decisions under the contestable clause, the appellate court in its decision said:

#### Repudiation Is Not Contest

"Choice must now be made between the one view and the other. We think a notice of rejection without more is not the beginning of a contest within the meaning of the contract. Much can be said in favor of a different holding. In the presence of ambiguity we adhere to the construction adverse to the insurer. Repudiation of a policy is notice that a contest will ensue if insured or beneficiary shall make attempt thereafter to enforce a claim of right. It is not a contest of itself."

#### Value in Peace of Mind

The value of a clause declaring a policy contestable lies to no slight degree in the definiteness of the protection accorded to the holder. The good that it promises is in part a state of mind. After the lapse of two years the insured is no longer to be harassed by the fear that the policy will be voided by interested witnesses asserting in later days that there was a disclaimer long ago. After a like lapse the beneficiaries are no longer to be subjected to the risk of forfeiture through notices or warnings that may be hard to disprove when the insured is in his grave. Alike for insured and for beneficiaries, there is to be the peace of mind that is born of definiteness and certainty.

"A contest, then, begins when the insurer avoids, or seeks to avoid, the ob-

## New Law Gives Proceeds to Wife, Not Creditors

NEW YORK, June 20.—The significance of the recent decision in the case of Chatham-Phenix National Bank vs. Esther Crosney by the New York court of appeals is clearly brought out in a memorandum sent this week to Julian S. Myrick, New York general agent for the Mutual Life and past president of the National and New York State associations, by Albert Hirst, eminent attorney of New York, who is counsel for the New York Association of Life Underwriters. This decision gives the first definite action in New York on the question of the absolute right of a wife in the proceeds of her husband's life policies, in preference to creditors. Only two exceptions are granted, that of intent to defraud and of self or estate beneficiary. The letter summing up the case and its meaning is as follows:

#### Upholds State Body

"As you will see from the opinion, the court of appeals has fully vindicated the contentions of the New York State Life Underwriters' Association as to the intent and purpose of section 55a of the insurance law. The court declares that a wife is a beneficiary within the meaning of that section and that the rights of the creditors existing before the enactment of that section no longer prevails. In my opinion the section has now been clarified and any doubt as to its meaning ought to be removed for all times. If we take together the effects of the decision by the United States Circuit Court of Appeals in the Messinger case and the New York Court of Appeals in the case of the Chatham Phenix National Bank vs. Crosney, section 55a accomplishes the following:

#### Three Chief Factors

"First: The wife of the insured is now placed on the same basis with all other beneficiaries of life insurance, that is, upon the death of the insured, the entire proceeds of insurance on her husband's life belong to her free from the claims of his creditors.

"Second: During the lifetime of the insured and in any case, the creditors may no longer reach the cash values of the policies; that is true both in the federal bankruptcy courts and in the state courts.

"Third: The foregoing statements

are true regardless of whether or not the insured reserved the right to change the beneficiary. In both cases there are only two exceptions: (a) If the insurance was taken out by the insured with the intent to defraud his creditors, and (b) if the insured himself, or his estate, or his executors, is the beneficiary.

'Should any question involving the section arise in the future, the statement of the court in the Chatham case that courts ought to apply a liberal construction to its language will be of great value.'

#### Tribute to Agents

"The aims and purposes which your association had in mind when it procured the enactment of section 55a have now been fully established and the benefit of your work is now made available to every insured within the state of New York.

"I understand that between 80 percent and 90 percent of all insurance is taken out by husbands in favor of their wives so that up to the enactment of section 55a, New York was far behind a good many of the other states in its treatment of that most important class of beneficiaries. Now it can be justly claimed that the state stands in the front rank; our citizens can now rest assured that the provisions which they have made for their wives and children will not be disturbed by unexpected business reverses."

#### New Case Arises

The testing of one of the exceptions was started in the courts here this week by the decision of Judge Knox in the litigation over the proceeds of policies in the amount of \$40,000 carried by David Steinhardt, embezzler who recently committed suicide. The attorney for the wife sought recovery of the life funds at once, but the judge held this week that the matter would have to go to trial, as it appeared the policyholder had taken out the policies with money secured by fraud and thus would have to be classed as fraudulently secured, in which case the creditors and not the wife would have prior right to the proceeds. This in no way violates the Chatham-Phenix case, but rather emphasizes it, bringing out definitely the question of intent in securing the policies.

## Pioneer Life Increases Capital Stock to \$1,000,000

Capital of \$1,000,000 has been authorized by the stockholders of the Pioneer Life of Greenville, S. C., an increase from \$100,000. The new stock will be offered at \$20 a share, par \$10. The company is four years old and has \$14,000,000 in force.

ligation of the contract by action or defense. If the insured or the beneficiary is plaintiff, suing to declare the policy in force or to recover money due, the contest takes its start when the insurer serves an answer disclaiming liability. If insured and beneficiary hold back, preferring to wait till the time for contest has expired, the point of beginning is the time when the insurer sues in equity to declare the policy annulled."

The appellate division of the supreme court in the fourth department had granted a petition of the children for a severance of the action and ordered judgment in their favor for their share of the face of the policy. This was affirmed by the highest court. The settlement signed by the widow was not disputed in the upper court.

## To Investigate Disability Rates

Revisions Are Foreseen as Essential Under Proposed Terms of Clause

### ADEQUATE LEVEL SOUGHT

Belief That Premium Can Cover Moral Hazard Is Heard in Some Quarters

NEW YORK, June 20.—That rate revisions will be essential under the proposed disability clause revisions in the case of most companies now appears certain and there is under way at present an investigation as to this situation, with Arthur Hunter, vice-president and actuary of the New York Life, heading the work. Probable rate schedules that will prove adequate for increasing safety in underwriting will be developed and presented to the actuaries at later gatherings this year, probably to be used as a suggested standard in connection with the standard that will be proposed for the form used. As the entire matter of the disability standard has now gone over to the fall meeting of the commissioners, the matter of rating may come up at the same time and the findings of the study of the next few months could be the basis for a general standardization of this clause.

#### Rates Long Questioned

There has been considerable comment among company officials and actuaries as to the matter of disability rating, many feeling that the real difficulty was to be found in this item, rather than in form or selection rules. Any risk is said to be safe at an adequate rate and thus the competition of recent years which forced many companies into the field at rates which they felt inadequate was one of the factors in the development of the situation which has now become patently intolerable. On the other hand, fire companies, the only ones which have had real experience with it, say moral hazard cannot be written at any price.

Should rates be revised upwards, as is the probability, in addition to the proposed regulations and restrictions suggested in the proposed code, the disability clause would go on the market in an entirely new dress and a new era in the development of this clause would be ushered in, trusting to rates to care for its safe underwriting. In the past large losses have been chalked against this "frill" of the life policy and this has thus become a direct charge against the life business itself, particularly against those whose policies did not have a disability clause. The argument is that adequate rates and the building up of adequate reserves would right this situation and put the clause on an equitable basis, removing it from the field of competitive sales aids to one of sound underwriting.

#### Missouri Agency Breaks Record

In a contest now being staged by Walter Cluff, educational director for the Kansas City Life, four men wrote \$100,000 of business or better. The Missouri agency broke all records by producing \$1,000,000 of business the first two weeks of June.

Monday the amount of business received at the home office of the Kansas City Life was over \$1,000,000. This is the second largest day of the year.

## NYLIC INCENTIVES and AIDS TO SUCCESS

## Nylic Public Service

- Q** Life Insurance is "public service."
- Q** It helps individuals to save and insures their life values against loss by death or by total and permanent disability.
- Q** In order to earn interest on the policy-holders' savings, it loans money to homeowners, to railroads, to owners of city buildings, to public utility companies, to the United States government, and to states, counties and municipalities.
- Q** Probably no other institution serves our people singly and collectively, both as private individuals and as citizens, in so many vital ways.
- Q** A company's usefulness to the community is, therefore, largely measured by the number of people protected, the amount of insurance in force and the amount of its invested assets.

As of January 1, 1929, the New York Life had about 2 Million policy-holders Insured for over 6½ Billions.

Its Assets amounted to over 1½ Billion Dollars



New Home Office Building on the site of the famous old Madison Square Garden

NEW YORK LIFE INSURANCE COMPANY  
51 MADISON AVENUE, MADISON SQUARE  
NEW YORK, N. Y.

## Many Life Officials at Hartford Dinner

HARTFORD, CONN., June 20.—More than 30 presidents, vice-presidents and other officials of life insurance companies from various parts of New England, New Jersey and Pennsylvania, as well as officials from local companies, attended a dinner given in their honor by the Hartford officials here last week. Following the dinner there was a general discussion of mutual life insurance problems.

The visiting officials met at the Phoenix Mutual Life home office for an informal conference and after a luncheon held a golf tournament at the Farmington Country Club.

Among those present from local companies were: Aetna Life, President Morgan B. Brainard, Vice-presidents James H. Brewster, Jr., Edmund E. Cammack, Kendrick A. Luther and Secretary James B. Slimmon; Connecticut General Life, President Robert W. Huntington and Vice-presidents Richard H. Cole and Walter I. King; Connecticut Mutual Life, President James Lee Loomis, Vice-president Harold F. Larkin and Secretary Jacob H. Green; from the Phoenix Mutual Life, President Archibald A. Welch, Vice-presidents Silas H. Cornwell, Winslow Russell and Arthur M. Collens and Albert H. Yost, secretary and general counsel.

Among the officials present from other companies were: John Hancock Mutual Life, President Walton H. Crocker and Vice-president Guy Cox; New England Mutual Life, Boston, President D. F. Appel; State Mutual Life, Worcester, President Chandler Bullock, B. H. Wright, chairman of the board, and Stephen Ireland, superintendent of agents; Massachusetts Mutual Life, President W. H. Sargent; Mutual Benefit Life, John R. Hardin, president, and E. E. Rhodes, vice-president; Penn Mutual Life, W. H. Kingsley, vice-president, and George R. White, actuary.

## Missouri State's \$100,000 Club Meets at St. Louis

ST. LOUIS, June 20.—J. Guy Jackson of Augusta, Ga., was named president of the Missouri State Life's \$100,000 Club at the opening session of the three-day convention of that organization held at the Jefferson hotel, St. Louis, on June 17-19.

Other officers are: Leo Gottas, Cleveland, O., first vice-president; James J. Rocks, Pittsburgh, second vice-president, and J. W. Thatcher, Seattle, Wash., third vice-president.

The attendance at this year's convention was the best ever held by the body, a total of 250 delegates being registered an increase of almost one-third above the 1928 mark. The convention was welcomed by President Hillsman Taylor. "What the Past Year Has Meant to You" was the subject of a talk by John J. Moriarty, vice-president and head of the agency organization of the company. Fourth Vice-president Miles W. Heitzberg announced and introduced the new club officers. President Jackson responded. Other speakers were Leo A. Gottas, Cleveland, O.; J. Q. Adams, Doyle & Raley agency, and R. E. Wilcox, Detroit, Mich.; J. H. Leaver, agency supervisor; P. H. Young, assistant secretary; Edmund Burke, manager of St. Louis branch office; F. N. Everett, assistant secretary; J. P. Licklider, director of publicity and sales research; Herbert Samel, assistant secretary; W. J. Tunison, New Orleans, La.; Sloane McCauley, John J. Eaton agency; O. J. Massey, Little Rock; R. D. Dodson, supervisor sales, group department; H. H. Bell, president, Quarter Million Club; James J. Parks, vice-president; G. H. Cantrell, Tulsa, Okla.; Claris Adams, secretary American Life Convention; Henry Reichgott, vice-president.

## Gets Higher Post



M. J. DONNELLY, New Castle, Pa.  
Appointed Field Vice-President of Edward A. Woods Company of Pittsburgh

## Samuel Heavenrich Still Active at 90

One of the unique salesmen of the world, and a man whom his friends claim is the oldest active life insurance solicitor in the United States, celebrated his 90th birthday in Detroit this week. He is Samuel Heavenrich of the Northwestern Mutual in Detroit.

Instead of retiring at 65—as all good endowment salesmen insist the average man does—Mr. Heavenrich started at that time selling life insurance. In the 24 years since then records show that Mr. Heavenrich has missed writing more than \$100,000 annually only twice. His best year was 1923, when he wrote \$252,000. And for the first five months of this year his books show \$100,000 of business, giving him an excellent chance to equal his best previous record.

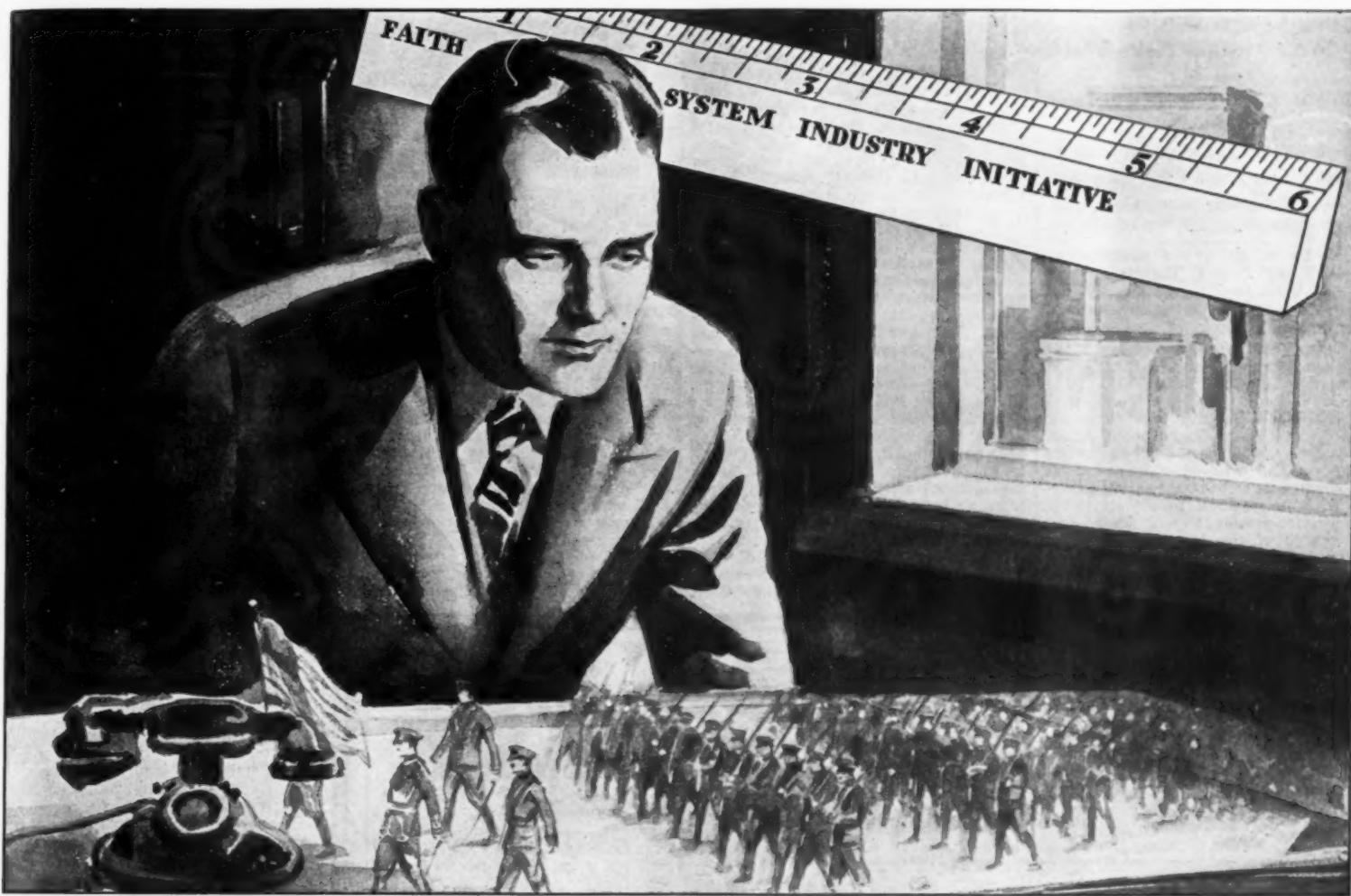
### Franklin's Meeting Dates Fixed

The home office convention of the Franklin Life will be held July 15-17. The principal guest speaker will be Dr. Charles J. Rockwell. The company's Canada convention will be held July 24-26.

dent; A. F. Leland, Tulsa; W. W. Cole, assistant secretary.

Closing remarks were made by President Hillsman Taylor,

On Monday afternoon sight seeing tours and golf were the principal recreation and that evening an opera in the open air theatre in Forest Park was enjoyed. The afternoon and evening of June 18 was given over to a steamboat excursion. On Wednesday afternoon a baseball game between the St. Louis Browns and the Chicago White Sox of the American League at Sportsmen Park was taken in.



# *Initiative...is the Force that makes Leaders in the Life Insurance Procession*

IN reviewing the careers of the hundreds of life insurance men he knows, Tom Wise observes that the men who think and act for themselves become the leaders and directors of others. These are the men he has watched advance to positions of increasing power; these are the men who march at the head of the life insurance procession, setting a pace and issuing commands for others to follow. These are the men who enjoy the finest privileges, the greatest honors and the largest rewards offered in the life insurance field.

As his imagination pictures the great life insurance army passing before him, Tom Wise reflects that *Initiative* is worthless, even dangerous, unless it is matched with knowledge and judgment. But it is just as true that the wisest and most fully informed life insurance man must march as a private in the ranks unless he has the ability to think and act for himself.

In the beginning of his career, the insurance man expresses his initiative by finding his own prospects without waiting to be supplied with prospect lists, by working out the estate and policy problems of his clients without depending on the help of his home office. Beginning in this manner, he finds himself gradually advancing in power, for with every independent and constructive action his initiative becomes a more vital force.

Tom Wise is gratified that the Inter-Southern is quick to recognize and encourage *Initiative* in its men, and he invites any insurance man who seeks an adequate opportunity to develop and express his own initiative to write to the Inter-Southern Life Insurance Company.



## INTER-SOUTHERN LIFE INSURANCE CO.

CAREY G. ARNETT, President

HOME OFFICES, LOUISVILLE, KY.

*Insurance In Force Over One Hundred and Sixty Million Dollars*

## Agency Convention of State Mutual Next Week

### GATHER AT POLAND SPRINGS

#### General Agents and Agency Club to Confer With Home Office Men in Three-Day Session

Over 300 will gather at Poland Springs House, South Poland, Me., next week for the three-day convention of the State Mutual Life of Massachusetts, both general agency and agency clubs, for their annual joint session with the home office group. The General Agents' Association will hold its annual meeting June 25 and will then meet jointly with the Agency Club the two following days. Chandler Bullock, president of the company, will head the home office delegation and will be toastmaster at the banquet as well as extending greetings to both sessions. Stephen Ireland, agency vice-president, will have general charge of the meetings. This is the company's 85th anniversary year, making this meeting one of special significance. The goal for the year is

\$85,000,000 paid for and thus far the quota has been easily maintained.

The General Agents' Association will convene Tuesday morning with Chandler Bullock greeting them and Mr. Ireland summing up the purposes of the meeting. George F. Robjet, general agent at Boston and president of the association, will then talk on "Some Things We as General Agents Should Know." The balance of the session will be given over to general discussion of field problems, divided into three special divisions, with the different chairmen in charge of each. Frank Pennell, New York general agent, will preside over the first, which will have to do with securing agents, his associate leaders being Raymond J. Wiese of Chicago and Guy A. Reem of Detroit. The second discussion, on methods and time used in interviewing prospective agents, will be led by Edmund F. Carey, general agent at Providence, R. I., assisted by Elmer L. Beesley of Syracuse, N. Y., and Benjamin B. Snow of Worcester, Mass. The third discussion will be on management methods, this being led by Norton Ives of Detroit, assisted by George S. Lott of Dayton, O., and J. Elerick Willing of Philadelphia.

The joint agency meeting will open Wednesday morning, Bruce Sweet of Buffalo, president of the Agency Club,

presiding. Mr. Bullock will greet the agents and the balance of the session will be devoted to sales talks by those in the field. Benjamin H. Micou will talk on "Building My Business." F. A. G. Merrill of Buffalo will speak on "Programming." Ralph E. Morrison of Boston will discuss "Securing Prepayment with the Application." The first day's session will be closed with a talk by I. T. F. Ring, attorney, on "Some Thoughts From the Legal Department." The banquet will be held Wednesday evening, with Mr. Bullock as toastmaster and Harold C. Keyes as speaker on the subject, "On Secret Service."

#### Discuss New Features

The Thursday session will open with a talk by R. B. Gordon, supervisor of applications, on "Occupational Hazards." Frank W. Pennell, New York general agent, will speak on "The Quota Book," a booklet which he drew up for the company based on his own methods through which he has been a million dollar writer for years. William Munson of Newark will speak on "Prospecting" and J. H. Eteson, assistant superintendent of agents, will discuss some of the company's policies. T. Arthur Mullen of Boston will discuss sales presentations and trust agreements and John H. York of Cleveland will speak

on some sales aids. The convention will be closed Thursday by Stephen Ireland, agency vice-president, who will speak on "The Convention and What of the Last Six Months."

#### Cleveland School Closes

The insurance school for new agents sponsored by the Cleveland Life Underwriters Association was ended last Friday. This course covered a period of six weeks and started May 1. Sessions were held twice a week. The supervisors of the various Cleveland agencies acted as instructors in the school. This course dealt only in the fundamentals of the life insurance business and gave no instruction concerning the various types of policies nor was any instruction given regarding the different types of insurance companies.

Fifty-three students were enrolled and the average attendance was about forty-five. No fee was charged the students as the instructors donated their time and the Hotel Statler donated a room for the use of the school.

The school was under the direction of the supervisors' division, under the leadership of Warren H. Smith, agency supervisor of the New England Mutual, who with his committee submitted their plans to Dr. Huebner for his approval before the school started.

#### Equitable's New York Changes

J. Hyatt Downing has been appointed an agency manager of the Equitable Life in the New York metropolitan district, taking over the agency formerly conducted by Mervin Lane. Mr. Downing started his insurance career with the Equitable in its St. Paul agency and was transferred to the home office last year for special work in connection with salary savings insurance. He will enter upon his new duties as agency manager on July 1.

Abraham Bleetstein has been appointed an agency manager as of July 1, taking over the New York agency formerly conducted by Adolph Hollander. Mr. Bleetstein has for several years been a unit manager in the agency of Samuel Karsch.

Effective July 1 Abraham Rosenstein who has for some time been an agency manager for the Equitable in New York, will take over the agency formerly conducted by Louis Lane.

#### Industrial Companies Merge

The Mutual Insurance Company of Richmond, Va., which recently underwent a reorganization when a group of business men and capitalists of that city acquired a controlling interest in it, has taken over the Universal Life of Norfolk, another industrial sick benefit company, organized about eight years ago. E. R. Wilcox, its president, retires from the company. A. H. Ware, secretary-manager, goes with the Mutual in the merger. In addition to a debit of approximately \$4,300, the Universal owned its home office building in Norfolk upon which a value of \$30,000 was placed.

#### Drops Dead Writing Application

While in the act of writing an application for life insurance on the life of a housewife in Decatur, Ill., June 6, Charles W. Freeman, age 54, agent for the Connecticut Mutual Life, dropped dead of heart disease.

Mr. Freeman had just finished writing the word, "husband," when his head fell over on the table and he passed away. He had previously been in the best of health and as far as was known had never had any previous heart trouble.

Mr. Freeman was connected with the Freeman & Dillehanty agency of the Connecticut Mutual at Decatur, and was a brother of Allerton S. Freeman, general agent. He had been a life insurance agent for the past nine years. He is survived by his wife.

# ROYAL UNION LIFE INSURANCE COMPANY

DES MOINES, IOWA



Royal Union Life Building  
Cor. Seventh and Grand Ave.,  
Des Moines, Iowa

### A Fast Selling Policy

A "best seller" of the day is our Ordinary Life Coupon policy. It is the last word in thrift and savings, coupled with life insurance. By coupons it may be made a paid-up participating policy in 11 to 22 years, or an endowment in 25 years. In event of death this great contract gives protection at ordinary life rates and refunds coupon amounts at compound interest. No wonder it is a fast seller. It sells itself.

# ROYAL UNION LIFE INSURANCE COMPANY

DES MOINES, IOWA

**A. C. TUCKER, President**

## Acacia Mutual Commended on Examination Showing

**ASSETS TOTAL \$27,943,661**

Five Insurance Departments Participate  
in Audit of Masonic Company—  
Over \$300,000,000 in Force

The convention examination of the Acacia Mutual Life by the Alabama, Maryland, Washington, West Virginia and District of Columbia insurance departments has been completed. Thomas M. Baldwin, Jr., superintendent of insurance for the District of Columbia, in his letter accompanying the report sent to President William Montgomery of the Acacia Mutual Life, commended him on the company's splendid record.

"The examiners," the letter says, "state your investments are of good quality, well diversified and yield an excellent return; that your actuarial methods are sound, and that your association is ably and economically managed."

"In checking your mortgages it developed that you did not have a single foreclosure during the three year period, and that as a matter of fact you have only one foreclosure on a very small mortgage. This is a splendid accomplishment and deserves particular notice."

### Wisdom in Management

"Your record and your progress show the wisdom of your management in reducing your premium rates some time ago, and your exceedingly low mortality is doubtless the result of your activities being confined to one class of risks only."

The report discloses that the Acacia Mutual Life has increased its insurance in force by \$104,780,348 since the last examination three years ago. This is an increase of 34.8 percent, the total in force on Dec. 31, 1928, being \$300,925,984. In the same three year period the assets increased from \$15,527,908 to \$27,943,661. On Dec. 31, 1928, dividends set aside for policyholders amounted to \$461,244 and the surplus \$1,087,123.

The report characterizes actual to the expected mortality as very low, which it says is partly accounted for by the Acacia's limitation to the writing of insurance only on master Masons. "The business of the association is efficiently and economically managed, and its underwriting is conservative," concludes the report.

### Pan-American Awards Prizes

As prizes for business written in March by agents of the Pan-American Life in honor of President Crawford H. Ellis for the contest are based on paid-for business, this year's prizes have just been awarded. The Crawford H. Ellis loving cup was won by the New Orleans agency, which paid for the largest amount of business. This agency is under the supervision of Miss B. B. Macfarlane, who is also supervisor for the state of Louisiana.

Prizes were also presented to the three agents writing the largest amount of business, and to the three insuring the greatest number of lives.

### B. M. A. Officials on Trip

A. W. Hogue, vice-president of the Business Men's Assurance, in charge of sales; J. H. Torrance, vice-president, in charge of claims, and B. A. Hedges, director of field service, started Monday on a western trip which will include Denver, Salt Lake City, San Francisco, Seattle and Minneapolis, at which points sectional meetings will be held.

### Sun Life Announces Appointments

The Sun Life of Canada announces the appointment of two additional assistant actuaries, George W. Bourke and Iveson A. Miller, and the appointment

of James W. Snasdell as registrar. Mr. Snasdell is a veteran in point of service, and has been for many years superintendent of claims. He is succeeded as claims superintendent by E. Laurance Earl, who is also well known through his long association with the company and through his work as chairman of the executive committee of the International Claim Association.

was over \$500,000 more than any previous month in the company's history, and the single day record was more than doubled. The total production was 10 percent over the goal fixed in advance. The W. L. Mosgrove agency of Nebraska captured first place in all divisions with a production of \$312,500. This was the company's 42d anniversary.

will not become a reality," said Robert G. Richards, agency secretary of the Atlantic Life, addressing a joint meeting of the local advertising club and Association of Life Underwriters at Richmond, Va. "In that event there is a strong probability that the southern life insurance companies will take steps to consider the feasibility of a regional advertising campaign, similar to the one that is being successfully conducted by the life insurance companies in Texas."

Every successful life insurance man should receive his personal copy of The National Underwriter.

### "Anniversary Month" Sets Record

May was anniversary month for the Bankers Life of Nebraska, and the record total of \$2,832,000 was written. This

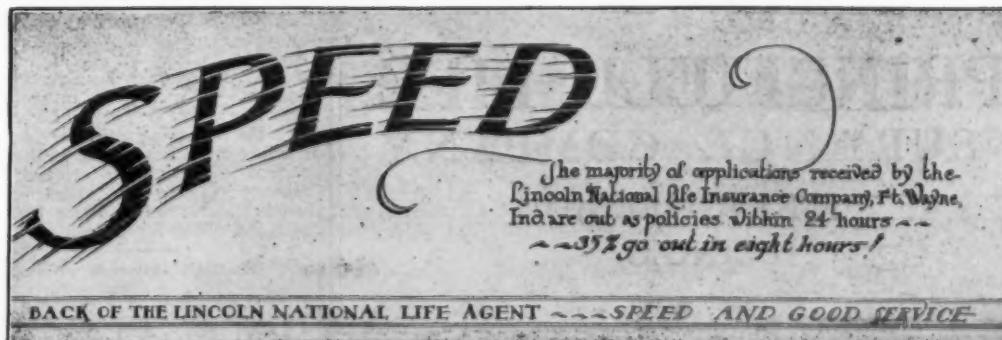
### May Have Southern Plan

"It appears very likely that the proposed national cooperative advertising campaign of life insurance companies

**\$ 300,000,000.00  
PAID FOR INSURANCE IN FORCE**

**ANOTHER** important milestone was passed by the old, conservative Northwestern National Life of Minneapolis in May, when the Company took rank as a Three Hundred Million Dollar institution. More than merely an impressive total, this figure is evidence that NWNL's forty-four year record of consistent progress has placed it in the front rank of sound, progressive companies.

**NORTHWESTERN NATIONAL  
LIFE INSURANCE COMPANY**  
O. J. ARNOLD, PRESIDENT  
**STRONG ~ Minneapolis, Minn. ~ LIBERAL**



# Opportunity Beckons!

*Men of ability and character, who are willing to give all they have to the organization and development of territory in the service of the*

## SPRINGFIELD LIFE

who are ambitious to enlarge their personal income tremendously, are invited to get into touch with the home office, at Springfield, Ill., at once.

All Standard Policies written, with or without Permanent Disability, Premium Waiver and Double Indemnity.

### \$1.00 A MONTH

Buys regular Old Line Ordinary Life Insurance for children, age six months up, and the same life insurance proposition is available to adults —age 10 to 60 years.

### Big Money for the Go-Getter

*Send your inquiry directly and now, to  
A. L. HEREFORD, President*

**SPRINGFIELD LIFE INSURANCE COMPANY**  
SPRINGFIELD,  
ILLINOIS

### Federal Reserve Life's Day Production Record Broke:

#### PRESIDENT MERRITT HONORED

Over \$400,000 New Business Written on Executive's Birthday—New Plans Speed Up Work

In a special one-day drive recently, in honor of the birthday of President E. W. Merritt, Jr., the agency organization of the Federal Reserve Life broke all the company's records for a single day's business. The total credited to this one-day drive was \$415,487. The day campaign was a feature of the Federal Reserve's president's month which is now in full swing.

Following its usual practice this company will select a group of the larger producers during June and make them members of the 1929 President's Club. Written business \$15,000,000 during the month which must be placed and paid for within 30 days is the minimum requirement for membership. It is expected that there will be upwards of 75 members this year.

The Federal Reserve Life "Lucky Man" contests have proved popular. President Merritt, who originated them, has arranged improvements from time to time so as to stimulate a maximum of interest among the field force. During the current month three lucky man contests will be held by Federal Reserve. All field men with \$5000 or more of business are eligible for the prize in the first contest. Those with over \$20,000 of business for the month are also eligible in a second contest and the stars of the agency force who have over \$35,000 of business are likewise eligible in a third contest.

In the comparatively short time that Mr. Merritt has been the directing head of the Federal Reserve Life, he has inaugurated a number of practical business getting plans and has speeded up the entire machinery of the company in a way that has given new life and ambition to its field force. The record smashing business turned in on June 8 is substantial evidence that the agency organization is solidly behind its president and there is every indication that the enthusiastic response during president's month will continue unabated to establish a new high record for a month's business.

#### Announces Florida Trip

The Kansas City Life announces plans for a trip to Florida January 22-24, 1930, for all agents that issue and pay for \$150,000 of business during the year. The trip is in celebration of J. B. Reynolds' 25th year as president. Any agent doing \$250,000 of business is entitled to take his wife.

The Kansas City Life reports the largest May business in the history of the company. Average business for the past five years in May has been \$7,097,000. The company exceeded this figure this year by \$2,500,000.

#### Handicap Tournament Held

A handicap tournament was conducted by the Sentinel Life of Kansas City, April 15 to May 31. When each agent had written enough business to reach a handicap he was given an extra 5 percent more. W. H. Phipps of Sumner, Iowa, won the first prize given for the greatest number of applications in addition to the second prize given for the greatest amount of premiums in excess of the handicap. He wrote better than an application a day for the period.

#### Assured Ignorant of Policy

The publishers of THE NATIONAL UNDERWRITER are in receipt of a letter from Earl Nicola, general yard master, Chi-

cago Great Western Railroad, Kansas City, Mo., stating that he believes his life has been insured without his knowledge or consent. He was recently divorced. He gives his address at 3600½ South John avenue, Kansas City, Mo., and wishes to make known the facts to any company that may have issued a policy on his life. His full name is Ralph Earl Nicola.

#### Judea Life Agents Meet

The Victory Club, composed of agents of the Judea Life of New York, held a three-day convention last week at Long Branch, N. J. Prof. Simon B. Ackerman of New York was the chairman of the convention. Judge Jacob S. Strahl, president, announced that the company's insurance in force exceeds \$12,000,000. He also announced that the New York department has granted the Judea Life permission to increase its capital to \$1,000,000. Col. Francis R. Stoddard, formerly New York superintendent of insurance and counsel for the company, was also a speaker.

#### Reliance Life Hustlers

In May, 170 Agents of the Reliance Life of Pittsburgh won a sterling silver knife and fork for completing their production quotas. Of this number, 30 have qualified for this prize for five consecutive months and are working to acquire the full set of twelve knives and forks by the end of the year. The agents who qualify for the full set and also pay for a quota of accident and health insurance will be presented with a dozen sterling silver teaspoons to match the knives and forks. The contest has created much interest among the Reliance Life field force.

#### Guests of Executives

Six Butler, Pa., representatives of the Reliance Life, who won a production contest held in May among the agents in Butler, Washington, Lawrence, Mercer, Armstrong, Fayette and Westmoreland counties were the guests of home office executives at a luncheon at Pittsburgh. Speakers included Vice-Presidents H. G. Scott, O. M. Eakins, E. G. McCormack and L. P. Gregory; Assistant Secretaries T. J. McKenna and James H. Layton; H. T. Burnett, manager, P. O. Colson, field supervisor and D. G. Macpherson, agency instructor, of the western Pennsylvania department, which includes these counties.

#### Supreme Liberty Life Gets Going

The Supreme Liberty Life, the consolidation of the Liberty Life of Chicago, the Northeastern Life of Newark and the Supreme Life & Casualty of Columbus, commenced issuing policies this week from its home office in Chicago. The home offices of the absorbed concerns in Newark and Columbus will be operated as branch offices of the consolidated company.

The industrial business written by the Supreme and the Liberty will be continued. T. K. Gibson, formerly president of the Supreme Life, becomes chairman of the board of the new concern and Harry H. Pace, former Northeastern Life president, retains his title in the Supreme Liberty Life.

#### Frankel Draws Comparisons

Dr. Lee K. Frankel was a visitor at Denver, Colo., last week and addressed the Zionist Association on "Palestine." In an address before the public health officials he called attention to the fact that Denver is spending 40 cents per capita for public health and twice that amount for fire protection and then he asked: "Is the protection of property that much more important than the protection of public health?"

Do you read "Some Common Sense Comment"—a most interesting monthly feature of The Accident & Health Review? Subscribe today for only \$2 a year. 175 West Jackson boulevard, Chicago.

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## AS SEEN FROM NEW YORK

By C. C. NASH, Jr.  
(Nash of the National)

### DISCUSS "CLEAN-UP" POLICIES

The May issue of the monthly bulletin of the New York Association of Life Underwriters was devoted to "clean-up policies." Harry Gardiner, general agent of the John Hancock Mutual Life, had a discussion on "Mortgage and Clean-Up Policies." "The Value of a Clean-Up Policy" was discussed by William R. Collins, vice-president of the Johnson & Collins agency of the Travelers. Clancy D. Connell, general agent of the Provident Mutual Life with the Wells & Connell agency, had an article on "Protecting the Home and Estate." "The Bill My Wife Will Have to Pay" was analyzed by Russell M. Simons, general agent for the Home Life of New York with Robins & Simons. It was a striking gathering of ideas.

### HOLDS AGAINST CREDITOR

An important decision protecting beneficiaries from claims of creditors against the premiums paid by the deceased policyholder during his lifetime was handed down recently by the New York court of appeals, which reversed the decision of the appellate division and held against the Chatham-Phenix National Bank on a claim it had made against a \$50,000 policyholder's estate for premiums above \$500 paid during his lifetime. The law formerly allowed this claim factor, but the legislature has since modified the law and withdrawn the excess of \$500 premiums from claimants' rights. This decision upholds this law and frees the beneficiary from possible large claims in the case of large policies. Creditors have access only to premiums which may have been paid to defraud the creditors.

### CERF TO MOVE

Louis A. Cerf, Jr., general agent in New York for the Fidelity Mutual Life, has leased larger quarters in the heart of the downtown insurance district and will move into the new quarters the last week in June. Mr. Cerf, who just took over this agency after a notable record in personal production with the Mutual Benefit, is taking the organization into the insurance district from its present quarters above the City Hall Square. The new offices will be at 60 John street, the new general office building of the New Amsterdam Casualty.

### IN DUAL LEADERSHIP

One of the New York agencies that has made a notable record and added to the aggregate of business paid for in New York this year is that of Johnson & Higgins, which is a dual general agency, representing both the Prudential and the Home Life of New York. Since the entry of Johnson & Higgins in the life insurance business the first of last year, a great deal of interest has been evidenced by life insurance men country wide in the development of their new life department. It is now known that the life department of Johnson & Higgins, under the management of Gerald A. Eubank landed third place in volume of paid for business during April with the Home Life of New York and in the same period was second in the ranks of the Prudential agencies throughout the country. Thus the office is a leader for two companies, its volume being the aggregate and running into a large figure, though no figures have been reported as yet. The Johnson & Higgins is rapidly developing throughout the country and its branch offices in other cities than New York are developing a large business.

**DEVITT GIVES FIELD EXPERIENCES**  
Frank Devitt, a unit manager for the Equitable Life of New York, was the speaker before a recent meeting of the Theodore M. Riehle agency of the

Equitable in New York City. Mr. Devitt is a large and persistent producer, having graduated each year into a new division and this year promising to step still higher, having paid for over \$400,000 thus far. He spoke on "How I increased my sales by using the investment trust idea and options of settlement in presenting life insurance." He spoke from actual field experience and gave many working ideas.

### FARMERS & TRADERS MOVES

The New York office of the Farmers & Traders Life was moved into new quarters occupying a new suite in the Graybar building, which has become one of the uptown New York insurance centers. S. M. Cloud is general agent in charge of this office, which has underwriting authority for metropolitan business.

### HAS SECOND MILLION MONTH

Andrew Kakayannis, general agent for the ordinary department of the Prudential in uptown New York, has had a second million dollar month in succession, May production totaling \$1,174,000. In April he had a million dollar month also, stepping up to this pace after a consistent \$500,000 and over production since the opening of the agency slightly over a year ago. Mr. Kakayannis has reached this pace in remarkably short order, carrying out his agency ideas and developing a large working agency from scratch in less than a year. He was formerly the leading producer for the Prudential and for several years has passed the million dollar mark in personal business. He is an eminent Greek, a member of King Constantine's party and a revolution refugee to this country, who started with the Prudential as an unknown immigrant and within a few years was the country's leading writer for the company.

### McNAMARA NEW ASSOCIATION HEAD

John C. McNamara, Jr., who was elected president of the New York Association of Life Underwriters last week, is one of the youngest and most prominent of the life underwriters in the east. Only 34 years old, Mr. McNamara has stepped into the front rank in both agency and association work. With one of the youngest general agencies in the city of New York, he has put it among the leaders, nationally known for its methods of operation and writing in its fifth year nearly \$2,000,000 a month.

Mr. McNamara is a graduate of Georgetown University at Washington, D. C. He started with the Cerf agency of the Mutual Benefit Life in New York City and during his early years made an excellent record as a personal producer. Later he entered into partnership with J. Elliott Hall to take an associate general agency for the Massachusetts Mutual Life, shortly after that transferring the partnership to a general agency for the Penn Mutual Life. The partnership was dissolved in 1924, Mr. Hall retaining the Penn Mutual and Mr. McNamara taking a new general agency for the Guardian.

Mr. McNamara started a new office without an agent and in his first year paid for \$13,000,000. This has gradually increased year by year until this year the agency is now writing at the pace of \$22,000,000.

Last year Mr. McNamara was chairman of the executive committee of the New York association and chairman of the publications committee of the National association. His brother, William D. McNamara, a graduate of Georgetown and also of New York University Law School, being admitted to the New York bar in 1925, recently joined his agency.



## Could anyone ask for a more complete lineup in General Agency opportunities than is offered by PILOT LIFE?

Cardinal points in Pilot's program include:

A model Home Office plant equipped with every labor saving facility to speed business.

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T. D. Blair, Agency Manager

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### A FAST-GROWING COMPANY

Your chance is here to become a GENERAL AGENT and also allow yourself to enjoy MAXIMUM COMMISSIONS on your personal production.

Now is the time to act—Territory open in 19 States—Write for details.

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Affiliated with Bankers National Life Insurance Companies at Jacksonville, Fla. and Kansas City, Mo.

The fast-growing pioneers of chain Life Insurance Companies.  
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### Postal National to Be in Operation by July 1

#### GRIZZARD NOW IN NEW YORK

Combination of New Company With Postal Life Offers Unusual Opportunities

NEW YORK, June 20.—James A. Grizzard, organizer and vice-president of the Postal National Life, arrived in New York this week to assume charge of the new organization and has already completed the details of policy forms and rating, now planning to be ready for operations by July 1. Forms and schedules are now in the hands of the printers and will be ready for distribution by that short time, when the company will be ready to launch its agency organization.

#### Intensive Development Planned

Intensive development of the country is planned, gradually working out from the home office territory of New York and the basic Grizzard units in Chicago and other cities. It is expected that the agency organization of the Postal National Life will be coordinated with the development plans of the Postal Life, so that both will work together in a joint development.

The Postal National Life and the Postal Life are to be running mates, William R. Malone, president of the two, announced this week. The former is a legal reserve company chartered earlier this year and now launched without organization expense, with \$150,000 capital and like surplus. It will be a non-participating company, while the Postal Life, an old established New York company, which in the past has done a mail order business only, with-

out agency organization, will remain participating.

#### Gives Huge Prospect List

This combination will thus give the agency organization a huge prospect list, for the thousands of inquiries received annually through the mail campaign of the Postal Life are excellent canvassing material. Of every 1,000 inquiries received, there are only about 90 cases which eventually become policyholders in the mail work, this leaving 910 of every 1,000 as prospects for the agency organization to develop.

As to the control of the Postal Life, in which it is understood a controlling interest has been purchased by Mr. Grizzard, as well as in the new company, a definite announcement will be made shortly.

#### Bankers National in Oregon

The Bankers National Life of Jersey City has been licensed in Oregon, this making 20 states in which the company now operates.

#### State Life Erecting Building

The State Life of Indiana is proceeding with the erection of a modern home office building on the site which it acquired a year ago consisting of a half-city block, between Michigan and North streets in Indianapolis with whole frontage on Pennsylvania street.

#### Robert M. Williams

John C. Eakin of Eakin & Williams, general agents for the John Hancock Mutual at Little Rock, Ark., has become general sales manager of the Big Rock Stone & Material Company. Robert M. Williams will continue as general agent for the state.

The Continental National Life of Denver has been licensed in Texas.

## THE WESTERN AND SOUTHERN LIFE INSURANCE COMPANY AT YOUR SERVICE



CARRY ENOUGH LIFE INSURANCE

## Plan Joint Work on Jumbo Lines

(CONTINUED FROM PAGE 3)

of an underwriting association, to include medical men, actuaries, managers of selection and even agency officials, if that were later deemed desirable. Bringing together the leaders in the companies who have authority to speak on company action, the findings of the conferences would have great weight and point to more immediate action than is possible through the individual sessions of the various groups.

### To Compile Records

There was an even more important outcome of last week's session, in the extension of investigation work along the lines of selection into the major home offices. The various companies are going to go over their past experience and endeavor to bring out some tangible evidence as to their experience as related to their practices. This informal investigation work and summary of company experience will be available for their later conferences and give a basis for joint medico-actuarial work along this line, as has been done in sub-standard business in the past. The underwriting of disability is also under observation, particularly as related to large risks.

### Question in Medical Life Receivership

An interesting point of law has been raised in district court at Waterloo, Ia., in the Medical Life receivership. The point is whether \$20,000 in the hands of the trustee in Des Moines is to be spread among the stockholders or is to be used by the receiver, T. J. Harrison, to meet debts of the receivership. The Royal Union Life took over the Medical Life on a contract of sale negotiated by I. G. Londergan, then president. Judge Boies has called for written

briefs from the attorneys before he makes a decision.

### Puts in Five-Day Week

The Fidelity Mutual Life, in order to allow its employes to take full advantage of the week-ends during the hot summer months, will inaugurate a five-day week beginning July 6 and ending Aug. 31. Office hours on Fridays will be increased by an hour for the five-day week period, so that matters ordinarily going through on Saturdays will be put through Friday afternoon.

### M. W. A. Votes Premium Raises

Premium increases on policies issued prior to July 1, 1919, were voted by members of the Modern Woodmen of America at their convention in Chicago last week. The Modern Woodmen is the largest fraternity in the United States. It is one of the last to bring its rates up close to those of the legal reserve life companies. The law committee's suggestion on issuance of certificates in amounts up to \$10,000 was adopted. The head camp authorized that the required reserve on all business written since July 1, 1919, be segregated for the protection of that business specifically. Holders of certificates issued prior to that date will have the opportunity voluntarily to accept any of the new forms of certificates or options provided in the new by-laws.

### File W. O. W. Equity Suit

A suit in equity has been filed in Salt Lake City to prevent the conversion of the Woodmen of the World of Denver from a benefit association into a commercial insurance organization. Six members of the Utah camp brought the action. The board in control is charged with mishandling the organization's reserve fund of \$9,000,000 by drawing on this fund to meet expenses instead of levying an extra assessment on members.

# Just After Its Year of Greatest Progress

—this Company is establishing new records of production month by month. Splendid opportunities in nine Pacific Coast and Rocky Mountain States for industrious men with good records. Direct Home Office contracts that give you all you earn.

## CALIFORNIA STATE LIFE INSURANCE COMPANY

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JAMES H. COLLINS, Supt. of Agencies

*Home Office: Sacramento*

*ather Carries a Thousand.*



INSURE TO TIDE THE FAMILY OVER

**W. J. WILLIAMS, President**  
**HOME OFFICE**  
**CINCINNATI, OHIO**

## THE NATIONAL UNDERWRITER

LIFE INSURANCE EDITION

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### Twisting a Destructive Factor

ONE of the most appealing and yet destructive propositions that confronts a policyholder now and then, especially if he has considerable reserve, is the program presented to him by the twister, who in many cases poses as an expert. A mathematical table is handed to him together with arguments showing that he is paying far more for his insurance than he should. The statement is made that his reserve has reached the point where the difference between it and the face of the policy representing his insurance is costing too much. Therefore, the recommendation is made that the holder surrender his policy for cash, take out cheaper insurance and invest the remainder at 6 percent compound interest.

On paper this appears as truly scientific and very logical. To the man up a tree it is convincing and seems to be founded on very correct principles. In practice it does not work. The 6 percent compound interest suggestion is mighty good but a policyholder does not take the advice. He destroys the equity in a sense that he has in his policy. He disturbs a relationship that he has enjoyed and which will inure to his increasing benefit. It is an expensive proposition in the end.

Recently the United States Chamber of Commerce in a very comprehensive report dwelt on this very subject and advised policyholders to beware of the twister. Most policyholders lose in a transaction of this kind. It is good advice when a man desires to change his policy to consult his own company and see what it can do for him. It seldom occurs to him that the twister is engaged in a commercial enterprise, not for the benefit of the insured. The twister may charge a fee for his advice which is very ill advised, and again he gets a commission on the new insurance that is taken out. The advice is tinted all the way through with mercenary consideration.

Every agent should have a copy of the United States Chamber of Commerce bulletin on this subject and let a policyholder read it if he becomes disturbed in mind as to what his best course should be. In large cities the twisters are active and destructive. They get their business by tearing down and never by building up. They do not create business except on the foundations of a good insurance structure that has been started and should be maintained. Life insurance should always be constructive, never destructive.

### Life Insurance as Time Insurance

DR S. S. HUEBNER of the University of Pennsylvania in his talk before life insurance gatherings emphasizes on every occasion the necessity of interpreting life values in terms of time. We grow accustomed to placing value on the tangible and the measurable. There are very few people, however, whose income, or even any material part of it, comes from things that can be seen. After all it is the time of the worker which is all important. As Dr. HUEBNER has pointed out, this constitutes from 90 to 100 percent of the estates of people.

Therefore, life insurance for most people becomes time insurance. They desire to project their time values into

the future. DR. HUEBNER would change the name of a life insurance policy to the "time will." It deals with the value of one's time that may be cut off by death or disability and has more significance to the family frequently than the will relating to property. The beneficiaries, therefore, become the heirs under the time will.

Fortunately life insurance comes into play in protecting the time of the assured and enables him to carry his time values forward in case of death. When one, therefore, can measure his life insurance in terms of time values, he is able to figure out just about the amount of insurance he should carry to meet this need.

### Should Be Master of Ideas

THERE is much in endeavoring to master something more than the details of a position. Back of every position there are ideas. The men who

are going forward aim to master these ideas. Those who are willing merely to master details overlook these basic ideas.

## PERSONAL SIDE OF BUSINESS

Vice-President and Secretary W. C. Cartinhour and General Counsel John A. Chambliss of the Provident Life & Accident of Chattanooga have gone to Europe on a six months visit. They will cover chiefly the British Isles and France.

Having completed ten years' service with the West Coast Life, the company has awarded Assistant Superintendent of Agencies H. J. Stewart a gold medal, showing that he has qualified as a "first class pioneer."

William H. Beers, New York general agent for the Mutual Benefit Life, has returned to his office after two weeks spent in St. Louis, his former home, where he attended the wedding of his son, Howard C. Beers.

Peter M. Fraser, New York general agent of the Connecticut Mutual Life, left last week for a two weeks' fishing trip in Canada, making the base of supplies in his search for salmon at Tobique, Canada.

Stanley P. Marsh, member of the agency staff of the Connecticut Mutual Life at Buffalo, N. Y., received the degree of bachelor of philosophy at the annual commencement of Brown University, Providence, R. I., this week. By attending night school at the University of Buffalo, Mr. Marsh was able to complete a course which he began at Brown as a young man, but which he was forced to abandon nearly 20 years ago.

O. W. Veth of the Northwestern National Life, with the White & Odell agency at Minneapolis, has completed eight years of membership of the company's App-a-Week Club. In this respect he has the best record of any agent connected with the Northwestern National. Mr. Veth gives the App-a-Week Club credit for being one of the most important factors, if not the chief factor, in his success in the life insurance business. He is always among the leaders in volume of business as well as number of applications in Northwestern National agency competitions.

Allen Bruce, agency manager for the Pacific Mutual Life at Albuquerque, N. M., was elected president of the Albuquerque Civic Council, a permanent municipal organization for exploiting that section of the southwest, at the last regular meeting of the directors.

Mr. Bruce, though still in his early 30s, is president of the local Y. M. C. A., past president of the chamber of commerce, was the first secretary-treasurer of the Lions Club and is a past district governor.

G. H. Cooper, who after 18 years as treasurer of the Monarch Life of Winnipeg, is withdrawing to join the firm of C. S. Gunn & Co., was honored by officials of the former company at a dinner. W. A. Matheson, president of the company, presided. Mr. Cooper was presented with a watch and chain.

R. M. Donnelly, for the past five years assistant secretary of the Continental Life of St. Louis, died last week following an illness of several weeks. He was 37 years old. Prior to joining the Continental Life in 1924 he was connected with the Missouri State Life in a similar capacity. He was in life insurance work for about 20 years.

T. D. Blair, agency manager of the Pilot Life, and Johnnie Bachman, an underwriter of the Jefferson Standard, both of Greensboro, N. C., fought to a finish in the final battle of the Carolina amateur golf championship, played over the

famous Donald Ross links of the Sedgefield Country Club. Mr. Blair won the coveted trophy for the second time in three years, defeating Mr. Bachman 3-2 in a royal match that was followed by a large and excited gallery. Mr. Blair has long been the golfing ace of the Sedgefield Country Club, which lies adjacent to the Pilot's new home. Mr. Bachman, formerly of Rome, Ga., joined the policy and loan department of the Jefferson early in 1928, but was soon promoted to the new business department as an underwriter. He is only 23 years old, but played Mr. Blair to a tie in 36 holes earlier in the contest, scores being 147 each, the playoff for medalist honors being captured by Mr. Bachman with a 71. Tully Blair, as the Carolinas' champion, led a field of 142 golfers in the fastest tournament the states have ever staged.

C. J. Sauter, manager of the Seattle office, observed his 25th anniversary with the Equitable Life of New York June 15. He was honor guest at a dinner dance. The anniversary was also marked by an educational conference at the company's offices, participated in by Peter Murman, agency manager at Oakland, and W. M. Rothermel, superintendent of agencies of the western department with headquarters in San Francisco. Mr. Sauter began service with the Equitable in Pittsburgh as an office boy. He went to Seattle four years ago as manager.

Thomas J. Farris, special agent for the Missouri State Life in St. Louis, who has a record of having produced an application a day for several years, was married last week to Miss Maud O'Donnell. Following the ceremony the couple left for New York and sailed June 19 on the Ile de France for a tour of England and continental Europe. Upon their return to the States they will occupy a honeymoon lodge in Maine and plan to be away from St. Louis most of the summer.

Probably in anticipation of his weddin and extended honeymoon, Mr. Farris in May stepped up his production pace a few notches and turned in 65 applications, an average of more than two a day. He has maintained his average of an application a day for 14 years. He is a member of both the Quarter Million Club and the One-a-Week Club. He will miss the Quarter Million Club's convention trip to Yellowstone Park this year as he will be abroad.

A proud father is E. J. Berlet of Philadelphia, member of the committee on institutional advertising of the National Association of Life Underwriters. His sons, Edward B. and Jack, Jr., have been respectively elected president and secretary of the Sigma Phi Epsilon fraternity of Pennsylvania State College.

S. E. Williams, state manager in north Georgia for the Kansas City Life, recommends the virus of the chigger as stimulating to business. The bite of the little red "varmint" has a most intoxicating and exhilarating effect upon the red cor-puscles, he says. He proved it to his own satisfaction by writing \$6,500 of business in one afternoon, and claims a man cannot be slothful with chiggers on him. It keeps him alert and active, makes his brain work better, stimulates like alcohol with none of the bad after effects.

If your vitality is low, blood pressure below normal, or have no ambition, take the chigger remedy. Mr. Williams says it creates all kinds of excitement. Had all Georgia agents taken the dose he took, an enormous volume of business would have been written last week. He guarantees the remedy.

## LIFE AGENCY CHANGES

### S. A. ERICKSON IS ADVANCED

Appointed General Agent of Northwestern Mutual for Southern Minnesota, Succeeding J. A. Melone

S. A. Erickson has been appointed general agent for the Northwestern Mutual Life of Milwaukee for southern Minnesota, succeeding J. A. Melone. The general agency headquarters will be changed from Rochester to Mankato.

Mr. Erickson was formerly cashier in a bank at Crookston, and a part time agent for the company. More recently he has been district agent for the Northwestern Mutual at Crookston. His first



S. A. ERICKSON

connection with the company began in January, 1915, and since that time he has been one of its leading producers, despite the fact that for years he was a part-time agent. Attaining membership in the Marathon Club in 1921, 1923, 1924, 1926, 1927, 1928 and 1929. He has also been one of 50 leaders in the number of lives written.

Mr. Melone had asked to be relieved of the responsibility of a general agency, and will devote his time to personal production. He will also aid Leslie S. Williams, one of the leading producers of the Melone agency, who has been appointed district agent for the Northwestern Mutual at Rochester.

### CHANGE TWIN CITY LINEUP

#### Minneapolis General Agency of Fidelity Mutual Reorganized, Takes Over St. Paul Territory

The firm of Guthrie, Rochester, Carlson & Hudson, which has for the past year had the general agency for the Fidelity Mutual Life at Minneapolis, has been dissolved, C. Arthur Carlson withdrawing. The remaining members of the partnership, Thomas F. Guthrie, Frederick E. Rochester and Donald K. Hudson, have formed a new partnership under the name of Guthrie, Rochester & Hudson and will continue the general agency at Minneapolis for the Fidelity Mutual as heretofore.

That agency has also assumed the management of the St. Paul territory, heretofore assigned to George C. Hayward, who, with the agency force he formerly had as general agent for the Fidelity in St. Paul, is now supervising that district for the Guthrie, Rochester & Hudson agency. The territory embraced is all of southeastern Minnesota to the Iowa and Wisconsin lines.

### TRAVELERS PROMOTES FOUR

Wigelsworth and Groves Advanced in Chicago—Dye to Williamsport, Hutchinson to Camden

Recent changes announced by the Travelers include the appointments of Frank Wigelsworth as assistant manager in charge of the 63rd street office, Chicago; Benjamin H. Groves as an assistant manager in the Insurance Exchange office, Chicago; Garnett S. Dye, manager at Williamsport, Pa., succeeding Orland C. Hutchinson, who becomes manager at Camden, N. J.

Mr. Wigelsworth joined the company as a field assistant in the Louisville branch office. He became assistant manager in that office in 1916, and after serving in that position more than ten years, was named assistant manager of the Logan Square branch in Chicago. Mr. Groves was manager at Cedar Rapids, Ia., before going to Chicago. He had served as a field assistant at the Omaha office, where he became assistant manager early in 1926 and manager in May, 1927.

Mr. Dye joined the Travelers as a field assistant at the Wheeling, W. Va., office, where he remained for some time to Williamsport. Mr. Hutchinson also served the company first as a field assistant in the Wheeling branch. He remained in that territory as a field assistant until early in 1927, when he was appointed manager at Williamsport.

### Sun Life Opens Offices

The Sun Life of Canada has opened an office in Providence, R. I., with C. Nelson Gray as division manager. He has been assistant manager in Newark and the position he vacates there will be taken over by L. E. Malone. Mr. Gray was formerly in the group department in Montreal and Chicago before he was transferred to the ordinary field. Mr. Malone has average an application a day for the past eight months.

The Sun Life has established a new group office in Philadelphia to supervise operations in Newark, Jersey City, Baltimore and Washington, D. C. Graham French has been placed in charge as district manager. F. L. Houle has been made district manager of the Chicago group department.

### C. J. Keller, J. W. Hudson

The North American Life of Canada has appointed C. J. Keller assistant manager at Vancouver. An office has been established at Vancouver Island under the management of J. W. Hudson.

### Hugh H. Owens

W. C. Schuppel, vice-president of the Oregon Life, announces that Hugh H. Owens has been appointed general agent in southern California with headquarters in the Foreman building, Los Angeles. Mr. Owens was for six years with the Connecticut Mutual Life, first as a personal producer for three years, and since that time as agency supervisor.

### William A. Gillespie

William A. Gillespie has been appointed San Francisco general agent of the Oregon Life. The company also has opened offices in Oakland and Los Angeles. The company now operates in Washington, Oregon, Idaho and California.

### C. S. Duffy, G. W. Toland

Vice-President W. H. Savage of the Great Republic Life announces the appointment of Creighton S. Duffy as general agent at Santa Rosa, Cal., in charge of several counties. Mr. Duffy has for some time been in charge of reinstatement

# Biloxi

# Bound!



Only those who play the game and love the exhilaration of the glorious outdoors can appreciate the joy of a round of golf over a course that possesses all the natural scenic charms of that at Biloxi, Mississippi. And to cap it all, the wonderful tang of brisk sea air alone will chop six strokes off your game!

For it is at Biloxi that members of the American Central Field Club will spend their well-earned vacations in January, 1930. It will be a reward for another year of exceptional production, coupled with unusual renewal of business already written—two fundamental requirements that, combined, measure the intrinsic value of the underwriter's service to Company, client, and self.



*Just one of the many reasons why American Central representatives are happy and successful.*



No. 8 of a Series

ment work for the Golden Gate branch of the Western States Life.

George W. Toland is appointed general agent at Sacramento. For the past five years Mr. Toland has conducted one of the largest general insurance agencies in Sacramento and has specialized in the sale of accident insurance. He has actively represented the New York Life and more recently the Reliance Life.

#### H. E. Hollon

H. E. Hollon has been appointed Montgomery, Ala., manager for the Protective Life of Birmingham. Mr. Hollon has had several years of life insurance experience, principally in Montgomery.

#### C. S. Mitchell, C. P. Trisko

C. S. Mitchell, who has been field manager of the Equitable Life of New York at Brookings, S. D., with an average annual production of about \$500,000, has been made an assistant manager in New York City.

C. P. Trisko has been transferred from Fargo, N. D., to Mankato, Minn., where he becomes district manager.

#### Robert E. White

W. T. Buckner, agency director for New York Life at Memphis, Tenn., has appointed Robert E. White as agency organizer for that territory.

#### C. A. Nicot

The Sentinel Life has appointed Chester A. Nicot, formerly with the Aetna Life in Peoria, Ill., as general agency manager in that city.

#### T. W. Faires, Milton Picard

The Inter-Southern Life has established a branch office at Memphis, in the Manhattan Bank building. T. W. Faires, formerly connected with the Jefferson Standard Life, has been appointed to manage the agency. He

will have associated with him Milton Picard, also formerly an agent for Jefferson Standard at Memphis.

#### Life Agency Notes

C. B. Sherman has been appointed district agent for the Mason City, Ia., territory of the Aetna Life, with offices in the new Kresge building.

The Ohio State Life has appointed George Metzger and John R. Bolen agency organizers. Mr. Metzger has been assigned to the Cincinnati territory and Mr. Bolen to the Dayton district.

Alice M. Clayton has been appointed

supervisor of the women's department of the Massachusetts Mutual Life at Seattle. Mrs. Clayton is a university graduate and a former school teacher.

E. Philo Nelson, formerly with the Missouri State Life, has been appointed supervisor of the Oakland office of the Aetna Life. E. H. Lestock Gregory is general agent for the Aetna Life in northern California.

E. E. Corbett has been made city manager of the J. V. Hoover agency of the Reserve Loan Life at Oklahoma City. Mr. Corbett was formerly district manager. T. H. Henry, formerly district manager in Oklahoma, has been made field manager.

## EASTERN STATES ACTIVITIES

#### PENSIONS TO BE STUDIED

#### New York Legislature Appoints Committee to Study Security Against Old Age Want

ALBANY, June 20.—A New York legislative commission has been appointed to study security against old age want.

While this is the first attempt by the legislature of New York to specially investigate the subject of old age pensions, a special committee has heretofore been giving the subject attention in connection with the investigation of the public charities institutions. Among the recommendations made to the last legislature by that committee were:

"That an unbiased investigation be made of the retirement and old age pension plans, which are now in operation. That there seems to be a growing realization that our present system of caring for the unfortunate is not wholly complete and that it should be supplemented by some retirement or old age pension plan."

An act passed by the legislature this year creates a temporary commission

to investigate and study the most practical method of providing security against old age want.

#### Empire State May Change Basis

Maj. Charles A. Sandburg was elected president of the Empire State Life, Jamestown, N. Y., at the annual meeting of its directors in the home office. Other officers of the company were re-elected. Roland K. Mason was elected a director to succeed Amos E. Hall, who resigned from that office on account of ill health. The company is making plans for reincorporating under the provisions of Article II of the New York insurance law, discontinuing assessment provisions in its policies and placing the company on a dividend paying basis.

#### Visit New York Offices

Dr. C. A. Vandervoort, assistant medical director of the Fidelity Mutual Life, was in New York City last week, visiting the Cerf agency of Manhattan and the new O'Connell agency of Brooklyn. A. G. Tuthill, assistant supervisor of agencies of the company, is in the city this week, conferring with these two agencies, which are just launching out under new leadership. Mr. O'Connell

just completed his first month with his agency this week and reports over \$250,000 of new paid business. In the month, he has opened the new office, taken on three full time and three part time men and gotten well under way on his first year quota of \$2,000,000.

#### Lecture Courses Scheduled

The Life Insurance Sales Research Bureau will conduct a four-day lecture course in agency management at Manchester, N. H., July 9-12. Another session will be held at the invitation of the Rhode Island Life Underwriters' Association at Brown University, Providence, for four days beginning July 15.

#### Friendly Conference Holds Last Meeting

The last meeting of the year of the friendly conference of general agents, managers and superintendents of the Philadelphia Association of Life Underwriters will be held June 27 and will be strictly a business session. It is understood that a movement is under way to endeavor to have James O. Jensen of the Penn Mutual remain as chairman.

#### Flowerman Making Progress

J. N. Flowerman, recently appointed general agent for the Fidelity Mutual Life at Newark, N. J., is making excellent progress in his new post. He has been in his new office only three weeks, without agency organization, and has paid for over \$100,000 of new business. He is now organizing an agency force and expects to pay for at least \$1,500,000 this year. Mr. Flowerman is a life underwriter of long experience, having been 13 years in the business. He started on the west coast in 1917 with the Equitable Life of New York at San Francisco as an agent. In 1921 he was appointed assistant agency manager. In 1924 he went with the West Coast Life as agency manager at the home office. He resigned in 1928 to go east for the

## Pan-American Life Review

Published Every Month in the Interest of the Field Organization of the  
PAN-AMERICAN LIFE INSURANCE COMPANY  
CRAWFORD H. ELLIS, President  
E. G. SIMMONS, Vice President and General Manager

June, 1929

Tell Ted "Howdy" in June.

For the past six years, Mr. Ted M. Simmons has been Manager of the Company's Accident and Health Department. During that period he has worked with the deepest sincerity in behalf of the welfare of every member of the Agency Organization.

After July 1, 1929, as Assistant Superintendent of Agents, Ted will devote all his energies to Life Insurance and take an active part as an official of the Agency Department of the Company.

In recognition of our appreciation of his past efforts and as a token of welcome, we have designated June as "Howdy Ted" Month, thus giving you the opportunity of telling Ted you are glad he is coming into Life Insurance work.

Applications speak louder than words, so—

Tell Ted "Howdy" in June with Apps!

While this is purely a sentimental contest, we want to show our interest in this campaign for mid-summer business by offering the following prizes:

An \$8.75 Sheaffer Fountain Pen will be awarded to each agent who writes \$10,000 or over.

A \$7.50 Sheaffer Fountain Pen will be awarded to each agent who writes from \$5,000 to \$10,000.

Prizes will be based on volume of examined Life Applications received in the Home Office between June 1 and June 30, 1929, inclusive. Accident and Health Insurance, Term Insurance and Extra Issues will not be counted.

*Atlanta Agency Convention*

Mr. C. D. Corey, Vice President and Superintendent of Agents, and Mr. Ted M. Simmons, Assistant Superintendent of Agents, held a school of instruction in Atlanta on May 21 and 22. There were fifty-two in attendance.

Mr. A. J. Shropshire, General Agent in Atlanta, opened the meeting with an ad-

dress of welcome to which Mr. N. R. Phillips, General Agent in Montgomery, responded.

Various agents and managers were called on to give their experiences and received close attention and applause.

One of the features of the meeting was the presentation to Mr. Corey and Mr. Simmons of \$140,000 of business by the fifteen attending agents of the Wallace-Philippe Agency of Montgomery.

*Good Work*

Bruce Barton says, "There is a curious perversity about the universe which I can not explain, but in which observation compels me to believe. It is this—that the men who try hardest to make money usually make less than those who forget about money and try only to do good work."

We of the Home Office have ample opportunity to vouch for the validity of this statement, especially when we refer to the persistency records of an agent's business. An ancient Herald equipped with a six-foot trumpet could not louder proclaim an agent's success or failure than these figures. It has been truthfully said that, "Figures don't lie." Show us an agent whose business endures and we'll show you an agent who has a love for his job and a desire to do only good work. Equipped with these, the sky is his limit. Without them he is as dross.

In the writer's opinion there are too many stratagems employed, too much high pressure used, too many whips being cracked in getting business and the real functions of life insurance are being side-tracked for the desire of a fat first year commission.

Never was an activity held in higher esteem than Life Insurance. It does not need artificial stimulation to sell it. It does not require strange gods to be put in its temples to be worshipped. It is a great scheme of beneficence which can be applied

to any demand of business and personal protection.

Therefore, it seems that the selling of Life Insurance requires the agent and the prospect quietly sitting down and talking over a mutual problem. The prospect has a definite program that he desires to be followed. There are definite needs in his life. He has ambitions. He has responsibilities. How can he best carry out these obligations that he has assumed and these visions that he has in mind? Life Insurance will meet his specific needs if the agent has sufficient understanding and sagacity to apply them.

When a policy-holder feels that Life Insurance is assisting him in a very material and vital way he will maintain it at any cost. For example, the prevailing excuse for lapsing a policy seems to be, "Lack of Funds"—a very flimsy one in our opinion. If there were a certain medicine available costing an amount equivalent to the premium, which would save the life of the policy-holder's child who was dangerously ill—would the child be permitted to die for lack of it?—Regardless of the manner employed—*HE'D GET IT!*

Conservation Department.

*Guaranteed Old Age Pension Plan*

We are indebted to Mr. O. H. Miller of Cleveland for contributing the following canvas:

The Pan-American Life Insurance Company has a wonderful Guaranteed Old Age Pension Plan—every man between the ages of 25 and 35 should make every possible effort to provide for his old age—for those years when it is impossible to get a job—for the time when so many of us burden our grown-up children (married with their own burdens to carry) to provide for us.

A respectable, well dressed old man—time to read—travel—play—contrast with the old man—poorly dressed—looking for some odd jobs—dependent upon his family or public charity. It is worth while to give the matter serious thought.

What will it cost you?—NOT ONE CENT. If you will set aside about 10 percent—that is ten cents out of every dollar you earn—you can PROTECT—YOU and YOURS. Let me show you with this illustration what a wonderful plan this is. You are 30 years old. Let us arrange this Pension so that you will get it when you reach the age of 60. The 30 years of your life that are devoted to securing a home,

raising a family and providing for those last ten years mentioned before. You will save each year \$267.59—about 70 cents a day. We will credit you at once with the total amount of your Trust Fund. If you should die the day you make your first deposit we would pay to your wife that total amount that was going to take you 30 years to save.

Let us see what 10 years would mean—in 10 years you have saved \$2,677.00. If you died the tenth year we would return every cent you had saved—the entire \$2,677.00—and in addition we would add to this amount \$7,323.00—the difference that you were going to save in the next 20 years. Look at 20 years—if you died 20 years from today, we would pay to your wife and children \$5,354.00—every cent you had saved—and again we would add the difference that you would have saved had you lived another 10 years—\$4,646.00.

But that is not all. Suppose you are disabled—can't work—through accident or disease—WE TAKE CARE OF YOUR SAVINGS FOR YOU. In fact with a small annual addition to your savings, we can provide an income for you as well, in case you are disabled, besides taking care of the entire savings.

There is nothing—no plan—that has ever been thought out that to our mind equals our Old Age Pension. You don't have to die to win. There are only three things that can happen to you—Death—Disability—or Old Age. This plan covers ALL these. If you are now in good health and with the assistance of your good wife here, will save 10 cents out of every dollar you earn you will have a peace of mind and a feeling of security that will make life worth while.

*Pan-American Service Educational Course.*

Sales Planning Department.

Unexcelled Life Policies.

Child's Educational Endowment.

Substandard Insurance for Under-Average Lives.

Group Insurance.

We have a few general agency openings for men who measure up to Pan-American ideals. For information write to

E. G. SIMMONS  
Vice-President and General Manager

THIS IS A MINIATURE COPY OF THE REGULAR PAN-AMERICAN REVIEW.

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Fidelity Mutual and last month was named general agent at Newark. His agency work on the west coast was noteworthy. He paid for \$2,000,000 the first year he was manager and \$3,000,000 during the portion of last year which he spent on the west coast.

Charles E. Geisinger has been named district manager under Mr. Flowerman, to have charge of the Brunswick, N. J., territory.

#### John A. Stevenson on Board

John A. Stevenson, general agent for the Penn Mutual Life in New York and Philadelphia, has been elected to membership on the underwriters' advisory council of the Equitable Trust Company of New York. This group includes 23 of the leading general agents and personal writers of New York City and is

one of the basic units on life insurance trust underwriting. In addition, the Equitable Trust announces the addition of Cloyd H. Huffard to its life insurance trust department, which is under the management of Edward M. McMahon. Mr. Huffard was formerly with the C. B. Knight agency of the Union Central Life and since 1927 has operated his own offices, specializing in the life insurance trust and other special features.

#### Insurance Trust Booklet Issued

The Straus National Bank & Trust Company of New York has issued a booklet on insurance trusts entitled "What a Life Insurance Trust Can Do For You." It covers the principal advantages of the insurance trust plan without going into lengthy or tiresome details.

## CENTRAL WESTERN STATES

### SHERIDAN LIFE REPORT OUT

**Present Management Replaces Depleted Surplus—Illinois Department Examiners Account for Securities**

The Illinois department has made a report on the Sheridan Life of Chicago. "Under the direction of the former management, during the period following completion of organization to May, 1928, when the present directors were elected," the report says, "the company's surplus was depleted. When the present management took charge the surplus was established by the introduction of legal securities at \$30,000, which is approximately the surplus as of the date of this report."

The Sheridan Life under its former management had no complete set of records, so it was impossible for the examiners to trace all the transactions and obtain a complete record of its financial affairs. The present management attempted to piece together the financial records in such a way as to account for all past expenditures, but the attempt was unsuccessful, so a new ledger was opened. The examiners accounted for all the \$130,000 in securities which represents the capital and surplus of the Sheridan Life.

No policies had been issued up to date of examination except one for \$1,400, which is presumed by the examiners to be a qualifying contract. The company refrained from issuing any others pending approval by the department of its financial condition.

The present officers of the Sheridan Life are: President, John F. Hahn; first vice-president, L. W. Holbrook; secretary, L. J. Lafka, and treasurer, J. J. Bailey.

### COMMANDS OTTAWA COMPANY

**Home Daily Paper Has a Word of Approval for the Northwestern Union Life**

The Northwestern Union Life of Ottawa, Ill., in April showed an increase of 121 percent in business over April a year ago. For the first four months of the year the increase is 66 percent. Recently the "Republican Times" of Ottawa published an editorial commending the Northwestern Union Life for its progress. It has \$170,000 invested in mortgage loans. Its assets are \$253,664. The "Republican Times" says:

"The path of this company not always has been smooth. There have been a few brambles along the way, but its management has been conservative, and it is being developed into what promises to become one of the city's most important financial institutions. It was built and is being built in Ottawa with Ottawa capital."

### INDIVIDUAL CAN UNDERWRITE

**No Statute in Illinois to Prevent a Person from Underwriting Group Insurance**

The attorney general of Illinois gives an opinion on some questions that had been put before the insurance department: First, whether the underwriting of group insurance can be undertaken by an individual and second, if such underwriting can be undertaken what deposits, if any, and to what extent would such have to be made with the insurance department. The question related to whether manufacturer and dealer in municipal supplies could legally undertake life and accident insurance on members of the city and municipal fire departments. The attorney general states that he knows of no statute that would prohibit the underwriting of insurance by an individual. In the case of Barnes vs. People, 168 Illinois 425, the assumption of insurance by an individual is recognized by the Illinois supreme court. It necessarily must follow, he says, that if an individual underwrites any insurance risks he cannot limit his liability with respect thereto. Inasmuch as there are no statutes concerning this matter, no deposits are required.

### STEVENSON SPEAKS AT DINNER

**Patterson Agency of the Penn Mutual Holds Gathering—Writes \$736,000 First Week in June**

The Alexander E. Patterson general agency in Chicago of the Penn Mutual Life held a dinner recently. Leading producers and supervisors from Illinois, which is the territory covered by the agency, attended.

Dr. John A. Stevenson, home office agency manager of the Penn Mutual, spoke on "Selling Aids" and Frank H. Davis, general agent for Colorado, Arizona, New Mexico, Nevada and Wyoming, challenged the agents to a greater production so that all might attend the company's convention at Quebec next September.

A message was received from Hugh D. Hart, agency vice president, who congratulated the Patterson agency on the fact that it had paid for \$736,000 of business the first seven days of June. The paid gain for 1929 is \$3,433,000 or 148 percent over the same period of 1928.

### MENINGITIS WORRYING MICHIGAN COMPANIES

LANSING, MICH., June 19.—Meningitis has been sufficiently serious throughout a good share of Michigan for several months to create some alarm among the life companies. While the disease has been pretty well centered in about half a dozen cities, more than

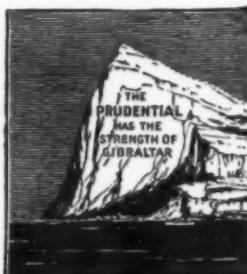
# TELL THIS TO SKEPTICS

Even non-believers in life insurance can be impressed by certain *truths*. For instance—

Tell them that the Prudential alone paid 297,065 death claims in 1928.

Then let them know that 22,813 of these were on lives of policy-holders who had been insured less than one year—some of them only a few days.

What further proof need any man have of the uncertainty of life?



**The Prudential**  
Insurance Company of America

EDWARD D. DUFFIELD, President

Home Office - Newark, New Jersey

1000 cases have been reported to the state health department since the first of the year and the death rate, as is usual with this mysterious plague, has kept rather close to the 50 percent mark.

Early June reports have indicated a slight let-up in the number of new cases and the health authorities generally believe that the disease will decline with the advance of the summer season. They are not disposed to relax precautionary measures, however.

Saginaw has probably had the most serious situation of any city in the state, with 228 cases and 86 deaths reported since last October. There are still about a score of active cases. Detroit and Pontiac have also had a large number of cases, while Lansing has had around a score of cases, most of them, however, confined to the employees of one manufacturing plant.

The percentage of adults attacked by the meningitis infection has been, it is said, unusually high, probably resulting in larger insurance losses.

#### Old Age Pension Bill Signed

The old age pension bill passed by the Wisconsin legislature, which permits county boards to grant old age pensions by a majority vote instead of a two-thirds majority, has been signed by Governor Kohler. The original old age pension law enacted by the legislature in 1925 provided that a two-thirds vote of a county board was necessary to place the system in operation in any county. Proponents of the measure never have been able to muster a two-third majority, although a majority has been obtained in some cases.

#### Central Illinois Agency Meets

The annual summer meeting of the central Illinois agency of the Massachusetts Mutual Life was held at the Mt. Hawley Country Club at Peoria Saturday, with representatives from 26 counties attending. Henry Abbott, general

agent from Pittsburgh, Pa., was the principal speaker. Albert E. Shaw, assistant secretary, and Richard Little, assistant actuary, from the home office, were other speakers.

#### To Train Chicago's Columbus Men

Agents of the Columbus Mutual Life in the Chicago territory will have an opportunity

to attend two sales training schools in that city in July, on dates to be specified later. The courses will be given by Nelson L. Shultis, agency supervisor in the home office of the company. Mr. Shultis has had several years' experience in agency training and was one of the leading speakers at the company's Chicago agency meetings early this month.

have closed their agency. Mr. Anderson has become associated with the Jean A. Pope general agency in Moline, Ill. Mr. Hall, recently elected president of the Davenport Association of Life Underwriters, has not yet announced his new connection.

#### Dull in Nebraska, Expect Good Fall

Nebraska general agents report that the usual midsummer dullness has already been felt in the life insurance field, unfavorable weather having delayed farm work so that it is nearly impossible to get in touch with farmer prospects, while business generally has been waiting around to see what happened to farm relief.

So far as Nebraska is concerned there has seldom been a year when the prospects for a full production of the farm were better. Temperature conditions and snow and rain have fitted together admirably in insuring unusually large crops of all kinds, with the result that farmer morale has never been better, and because of this situation agency managers are looking forward to a big life production next fall and winter.

#### Jones to Speak in St. Paul

Frank L. Jones, vice-president of the Equitable Life of New York, will be in St. Paul Saturday, June 22, to address a meeting of managers of the Klingman agency.

#### Kansas City Agency Shows Big Gain

The Kansas City agency of the Equitable Life of New York had \$3,331,000 paid business the first five months of the year as against \$2,829,266 the same period last year. In the anniversary campaign for June, \$1,840,873 has already been written.

#### Close Davenport Agency

H. H. Anderson and H. C. Hall, who have been general agents for the Provident Mutual Life at Davenport, Ia.,

Pin this to your letterhead today: "Put me down for the A. & H. Review and bill me for \$2." Mail to Accident & Health Review, 175 West Jackson boulevard, Chicago.



## Jackson or Hattiesburg in Mississippi

An attractive General Agency opportunity will be open in each of the above places early in 1929 for the right men.

**The Company—\$160,000,000 of Insurance in Force—  
Assets \$18,000,000 — purely mutual — growing — and  
having the most definite aids for selection, education  
training and supervision of agents.**

—————WRITE—————

**THE MINNESOTA MUTUAL LIFE  
INSURANCE COMPANY**

Saint Paul, Minnesota

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## IN THE SOUTH AND SOUTHWEST

### LARGER POLICIES IN DEMAND

Birmingham Company Officials Optimistic Over Future of Life Insurance Business in South

BIRMINGHAM, ALA., June 20.—There is just now a greater demand for large amounts of insurance in the south than ever before in the opinion of S. F. Clabaugh, president of the Protective Life of Birmingham.

Particularly is it so in the greater Birmingham district. This is probably due to the fact that Birmingham is the leading industrial center of the south. Business has been good in the district, which is an iron center, and executives of these industrial companies are inclined to carry larger amounts of insurance.

#### Educational Program Needed

Victor M. Shewbert, vice-president of the American Security Life, said that an education program in the south is needed. However, southerners are now following in the footsteps of the people of the north and east in buying larger amounts of insurance and more and more business and corporation insurance is being purchased. Farmers, Mr. Shewbert said, are becoming better acquainted with insurance and are buying larger amounts.

The American Security has sold more than 31 policies for a minimum of \$50,000 each in the Birmingham district.

The rapid growth which has made Birmingham the insurance center of the south, is due to the gradual moving of industries to the south, Mr. Shewbert said.

Banks are also pushing the insurance business in creating trusteeships. There are three men in the Birmingham district who are now carrying \$1,000,000 policies, while a few years ago such an amount was unheard of in the south. Men who formerly carried \$1,000 worth of insurance are now carrying \$10,000, according to Mr. Clabaugh.

The agricultural section of the state has and is undergoing a transition, Mr. Clabaugh said. In fact, the whole agricultural industry is undergoing a serious change. It is coming to a stage when it will be managed in such a way as that of the large corporation, he averred. However, for the last two springs farming in the south, especially in south Alabama, has been seriously

damaged by flood waters which has adversely affected life insurance.

#### Plans Great Lakes Cruise

Plans for a special Pullman train from Jackson, Miss., to Chicago are being made by the Lamar Life preparatory to the Great Lakes cruise for the annual convention of its All-Star Club. More than 125 Lamar Life representatives and members of their families will board the steamship "South American" Aug. 24 for a seven-day cruise of the Great Lakes, including stop-overs at Mackinac Island, Parry Sound, Ont., Detroit, Cleveland and Buffalo. An overland trip to Niagara Falls will be made. A special Pullman car of Texas agents will start from Dallas, headed by Webb & Bartlett, state managers.

#### May Open Winston-Salem Office

William Deusche of the Columbus, O., agency of the Union Central Life, has been in Winston-Salem, N. C., looking over the situation with a view of establishing an office there. Mr. Deusche is state amateur golf champion of Ohio and Mrs. Deusche is district women's golf champion.

#### Fraud Alleged, Must Include Application

In a petition of a life company to cancel on the grounds of alleged fraud a policy that has been reinstated on terms contained in the original policy, the company must attach the application for reinstatement to the petition for cancellation. The Oklahoma supreme court so holds in Missouri State Life vs. Jennie E. Jensen, from the Garvin county court, the judgment of the lower court being affirmed. Fraud was alleged in the application for reinstatement, but the application itself did not accompany the petition.

The court also holds that the policy so reinstated is not a new policy but the old one revived.

#### Income Tax Has Little Chance

Postponement of action by the house committee on revenue and taxation until June 18 on the proposed state income tax bill has practically precluded passage of the measure at the present second called session of the Texas legislature. A similar measure was killed at the first called session.

## PACIFIC COAST AND MOUNTAIN

### CONDAMN TRICK TRUST PLAN

Los Angeles Managers Act Against Surrendering a Life Insurance Policy With Cash Value

The Life Managers Club of Los Angeles has condemned the plan known as "Insured Cumulated Investment Trust," or "Endowment Insurance Trust." Under this plan the assured surrenders certain life policies on which there has accumulated substantial cash value. These funds as fast as thus secured, are then invested in securities.

The plan was deemed unsound and unethical and it was held that it tends to destroy the institution of life insurance. Furthermore, it is thought it is detrimental to the assured and his dependents as it is cancelling out the protection at a time when the assured may not be able to replace it, owing to his age.

The resolution said that trust companies and life insurance companies have a mutual obligation to work together in building and conserving estates and trust companies are not holding up

their end if they become a party to lapsing life insurance policies.

### LIFE INSURANCE RECOGNIZED

Los Angeles Chamber of Commerce Appoints Standing Committee at Request of Underwriters Association

LOS ANGELES, June 20.—What is considered a forward step in recognition of the importance of life insurance and those who represent this institution in the sale of its service, has been taken by the Los Angeles chamber of commerce in the appointment of a standing life insurance committee by its directors, in response to a long continued effort on the part of the Life Underwriters' Association of Los Angeles to obtain such action.

The purpose of this committee, to quote the words of Secretary Arnoll, is "to make this community insurance-safe and insurance-minded on a broad and comprehensive basis," and this expression is so apt and striking in its significance that it will perhaps be used

## SERVICE LIFE INSURANCE COMPANY

Exceedingly liberal contracts are offered to reputable and responsible agents. An unusual agency proposition is extended in districts where the company is not now represented.

*For information write*

B. R. BAYS, President

JOHN L. OESCHGER, Secretary-Treasurer

*Home Office*

**Lincoln, Nebraska**

## A REAL GENERAL AGENT'S CONTRACT AWAITS THE MAN WHO IS INTERESTED IN BUILDING FOR THE FUTURE

LOW NET PREMIUMS AND A DIRECT HOME OFFICE CONNECTION, makes it possible for our general agents to render prompt service. We issue policies from birth to Age 64.

Openings for general agencies in  
**WISCONSIN**      **MINNESOTA**  
**ILLINOIS**      **MICHIGAN**  
**INDIANA**



**WISCONSIN NATIONAL LIFE INSURANCE CO.**

C. R. BOARDMAN - PRES.

**OSHKOSH WISCONSIN**

LIFE · ACCIDENT · AND · HEALTH · INSURANCE

## SELLING THROUGH THE HEART

Selling through the heart brings the life insurance agent a big share of his business. But to do this he must first be sold through his own heart on the need of life protection and on the worth of his company and its policies. This business of selling through the heart must be genuine. It must start at the home office where the field representatives are sold on the sincerity of the company's interest in their welfare as well as in the protection of their clients.

### COMMONWEALTH CORDIAL CO-OPERATION

COMMONWEALTH Cordial Co-operation comes from the heart. It is not just a slap on the back and a hearty hand shake. It is the helpful service to COMMONWEALTH agents that proves an honest desire for their success. It is genuine and it is worth while.

COMMONWEALTH  
LIFE INSURANCE CO.  
LOUISVILLE, KY.

as the slogan of the committee in its publicity work.

Will G. Farrell, Penn Mutual Life, was appointed chairman of the committee, and George H. Cecil, a member of the chamber's executive staff, secretary. The other members of the committee are:

M. P. Hawkins, Connecticut General; Fred C. Hathaway, Mutual Life of N. Y.; George W. Ayars, Phoenix Mutual, vice-president of the National Association of Life Underwriters; J. Charleville, secretary-manager, Life Underwriters Association of Los Angeles; W. M. Hammond, Aetna Life; Roy H. Sheldon, Equitable Life of Iowa; Kellogg Van Winkle, Equitable Life of New York; George A. Rathbun, Equitable Life of New York; W. K. Murphy, Northwestern Mutual Life; H. S. Standish, Sun Life of Canada; Clark E. Bell, New York Life; Chas. E. Bent, Travelers; Robert A. Brown, Pacific Mutual Life; Roy Denny, Missouri State Life; Frank E. McMullen, Massachusetts Mutual Life; Robert J. Giles, Occidental, and John Newton Russell, Pacific Mutual Life.

#### B. M. A. Has Denver Meeting

Representatives of the Business Men's Assurance from Colorado, New Mexico and Wyoming held a sales conference in Denver the past week. A. W. Hogue, vice-president in charge of sales, had charge of the gathering, which included a three-day sales school for new men. Approximately 100 representatives of the company attended. Bert A. Hedges, director of field service, had charge of the school of instruction for new men. A. T. Farmer, divisional supervisor, and H. H. Sprinker, traveling claim agent, also attended the meeting.

#### Opens Oakland Branch Office

N. S. Parker, general agent for the Sentinel Life in San Francisco, has opened a branch office in Oakland, Cal., at 201 Elvin building.

#### Portland Managers Elect

At a recent meeting of managers and general agents of life companies in Portland, Ore., a discussion was held on "Training of New Agents." The new

## WITH INDUSTRIAL MEN

### BREAKS INDUSTRIAL RECORD

#### Home Life District Sets New Company High Mark in 30th Anniversary Celebration

PHILADELPHIA, June 20.—Celebrating the 30th anniversary of the Home Life of America, agents of Division No. 1 recently staged a two weeks' anniversary industrial celebration which resulted in all records of the company for industrial production over a similar period being smashed.

The previous production record of the company was set in September, 1915, when the entire field force produced 3,339 applications for \$268,10. In the recent anniversary record, Division No. 1 produced 3,156 applications for \$419.97. Superintendent H. Morlock, Philadelphia No. 2, industrial leader of the company, broke all records by writing 1,258 applications for \$170.52.

The Home Life of America is firmly opposed to the writing of large industrial premiums, believing that this business cannot be held on the books and quickly lapses. So it is interesting to note that in this record breaking effort the average weekly premium for the entire division was 13 cents.

The Home Life hopes to wind up its 30th anniversary this year with \$100,000,000 of insurance in force.

Obtain new talking points, new sales ideas and new information that will increase your selling percentage. For only \$2 a year you can subscribe to The Accident & Health Review, 175 West Jackson boulevard, Chicago.

officers of the Life Managers Association are A. F. Parker, president; L. F. Larson, vice-president, and George D. Dryer, secretary-manager.

#### Favors Monday Evening Meetings

Roy Denny, manager of the Los Angeles branch of the Missouri State Life, has discovered that agency meetings held on Monday evenings interfere less with the work of agents in the field and such meetings are better attended than agency gatherings at other times of the week. Primarily the Monday evening meetings are intended for new men, a "beginners' class" as Mr. Denny calls it, but more experienced men are taking advantage of the sessions. Rates, policies, etc., are discussed at these meetings. Attendance has doubled in a few weeks.

#### May Test Wyoming Law

The Wyoming resident agency law applying to sale of life insurance probably will be tested in the state supreme court by a number of Colorado general agents. Commissioner Theodore Thulemeyer of Wyoming says he is informed that a fund has been raised in Denver life offices to defray the cost of the contemplated action. The Wyoming department will fight the action, Mr. Thulemeyer said, and will carry the case through all the courts.

#### Managers' Club Planned

Plans are under way for the formation of a general agents' and managers' club as a part of the San Francisco Life Underwriters Association. At a meeting of general agents and managers last week, Clarence W. Peterson, president of the association, Oscar C. LeBart and Daniel E. Mooney were appointed a committee to cooperate with the association committee recently appointed by President Peterson and composed of Karl L. Brackett, Frank P. Ebertz, Clark Moore and P. G. Young.

Another meeting is scheduled for June 24 when it is expected final plans will be completed. The executive committee of the association will meet with the general agents and managers at that time.

### NEWS OF THE JOHN HANCOCK

#### Number of Changes Have Been Announced Pertaining to Men on the Firing Line

The following have been promoted by the John Hancock Mutual from agents to assistant district managers in the districts of their service:

Albert Mitchell, South Bend, Ind.; Peter C. Jobe, McKeesport, Pa.; Wm. D. Murray, Aurora, Ill.; Samuel Schwartz,

New York 1; Chas. W. Zenker, Los Angeles 3; John Beebe, Oakland 1; Theo.

J. Wright, Saginaw, Mich.; Everett W. Diffine, Buffalo 2; Eugene Mello, Cincinnati 1; Arthur F. Prescott, Burlington, Vt.; Wm. F. Lail, Newport-Covington, Ky.; Abraham M. Fiber, Ridge-

wood, L. I.; Frank G. Beers, Rochester, N. Y.; Arnold S. Maitland, Chicago 4; Willie W. Fortin, Portland, Me.; Geo. W. Oliver, Albany, N. Y.; Wm. E. Kleeman, Chicago 3; Lloyd C. Kirk, St. Louis 3;

Wm. E. Mayer, St. Louis 3; Luigi Bonomo, Waterbury, Conn.; Andrew J. Rebmann, Waterbury; Lawrence J. Hogan, Rockford, Ill.; Fred W. Calkins, Moline, Ill.; Morris Lifsher, Cleveland 3; Lawrence Smith, San Francisco 1; Thos. J. Diggins, Chicago 10; Nyman Weinberg, Boston; John J. Kelly, Chicago 5; Timothy J. O'Brien, Chicago 1; Donald H. Weaver, Indianapolis; Thos. C. Healey, Boston; John J. Syzdek, Amsterdam; Frank E. Thompson, Chicago 8; Julius Degner, Erie, Pa.; Gordon Marks, Chicago 9; Wm. B. Segal, Pittsburgh 1; Roger H. Long, Chicago 7.

Agents promoted and transferred are:

Maxwell Chetkin, from Detroit 2 to Detroit 4; Jack Kaufman, from Cleveland

3 to Milwaukee 1; Kenneth C. Allen, from Des Moines, Ia., to Milwaukee 1; Wm. F. LaPlant, from Concord, N. H., to Milwaukee; Walter E. Armour, from Malden to Milwaukee; Chas. L. Woodworth, from Roxbury to Manchester; Jos. H. Lavenburg, from Hartford to Milwaukee 2; Francis P. Donahue, from Taunton to Milwaukee 2; Walter L. Hitte, from River Point to Milwaukee; Constantine A. Dziusko, from Detroit 3 to Milwaukee.

Assistant district managers transferred in like capacity are: Alfred J. Lodes, from St. Louis 3 to Chicago 10; Robert H. Schock, from Hackensack to Orange; Martin J. Keane, from Rockford, Ill., to Milwaukee 1; Arthur J. Theriault, from Moline, Ill., to Milwaukee 2.

Other changes are: David J. Parent, from second assistant cashier at Brooklyn 1 to cashier at Hackensack, N. J.; Harry M. O'Brien, from training cashier at Fort Wayne to cashier at Milwaukee 2; Harold Green, from training cashier at St. Louis 1 to cashier at Milwaukee 1; Wilbert W. Henry, from cashier at Brighton to cashier at Woonsocket, R. I.; Arthur J. Decelle, from cashier to assistant-at-large at Woonsocket, R. I.; Clinton F. Teft, from assistant-to-superintendent at Albany to assistant district manager at the same office.

#### Western & Southern News

The Western & Southern Life has opened a branch office at Elgin, Ill., under E. B. Lee, assistant superintendent. The Owasso, Mich., branch office has been consolidated with the Flint, Mich., district, and the Aurora, Ill., office with the Joliet district.

Agents P. L. Eversizer, Hammond, and H. F. Gruenwald, St. Louis north, have been promoted to assistant superintendents.

A regional convention was held last week in Pittsburgh. Vice-President C. F. Williams was the chief speaker and J. D. Cassidy, superintendent of agencies, was toastmaster.

#### Pascagoula Agents Organize

The Industrial Life Insurance Underwriters Association of Pascagoula has been organized to create a feeling of friendship and goodwill among the agents of the various industrial life insurance companies doing business in and around that city.

The officers elected at its initial meeting last week were: G. S. Williams, National Life & Accident, president, and W. K. McCraney, American National of Galveston, secretary-treasurer.

#### Springfield Veteran Honored

The 25th anniversary of the association of Anthony A. Hoffman, superintendent of the Springfield, Ill., division of the Prudential, with that company, was made the occasion of a party arranged by members of the division staff. C. I. Linnell, division manager, was in charge and talks were made by Assistant Superintendent J. C. Hamel, Superintendent E. R. Caldwell, Memphis, Tenn., who had been an assistant under Mr. Hoffman; Assistant Superintendent Dwight Gollightly, Superintendent C. G. Wagner of St. Louis and a group of others associated with the agency. Mr. Hoffman was presented with a folder containing applications of 701 applicants written in his honor.

#### E. G. Perkins Honored

E. Garfield Perkins, superintendent of Baltimore district No. 1 of the Prudential, last week celebrated 20 consecutive years of service with the company, with a dinner to his supervisory staff. George W. Kirk, division manager, of the home office was present. During that week the district put on a special business campaign in Mr. Perkins' honor.

#### Kruger's District Leads

For the past seven years the Pittsburgh district of the Eureka-Maryland Assurance has led in paid for business. This year, however, the Baltimore district stepped to the front and has been leading consistently from the first of the year up to date and there is now a wide margin separating Baltimore from Pittsburgh.

The Baltimore district, under the supervision of Superintendent Paul Kruger is now approximately 69 percent above its paid for total for last year.

Every successful life insurance man should receive his personal copy of The National Underwriter.

June 21, 1929

## NEWS ABOUT LIFE POLICIES

New Policies, Premium Rates, Dividends, Surrender Values, and all Changes in Policy Literature, Rate Books, etc. Supplementing the "Unique Manual-Digest" and "Little Gem," Published Annually in May and April respectively. PRICE, \$4.00 and \$2.00 respectively.

## Announce New Phoenix Mutual Dividends

The new dividend scale announced recently by the Phoenix Mutual Life is given below in detail. The revised schedule, which goes into effect July 1, is about six percent over the scale now in use. The figures given are based upon \$1,000 policies and show the premiums and dividends at five year intervals for the principal contracts issued by the company:

Age	Retirement Income at 00								
	\$	\$	\$	\$	\$	\$	\$	\$	\$
Div. Prem.	20.18	23.55	28.08	34.38	43.50	57.54	81.33	129.28	274.58
1	2.34	2.42	2.50	2.62	2.76	2.83	2.26	1.33	.85
2	2.45	2.56	2.69	2.86	3.09	3.18	2.79	2.32	3.31
3	2.57	2.71	2.88	3.11	3.42	3.48	3.37	3.27	5.93
4	2.69	2.87	3.09	3.38	3.78	3.85	3.98	4.48	8.84
5	2.82	3.02	3.29	3.65	4.14	4.24	4.63	5.72	12.25
6	2.95	3.20	3.50	3.93	4.40	4.65	5.32	7.03	—
7	3.09	3.37	3.73	4.22	4.68	5.10	6.06	8.42	—
8	3.23	3.55	3.96	4.52	4.98	5.58	6.84	9.96	—
9	3.38	3.74	4.20	4.84	5.30	6.09	7.69	11.79	—
10	4.03	4.43	4.95	5.67	6.15	7.13	9.11	14.17	—
11	4.19	4.64	5.21	5.91	6.51	7.71	10.08	—	—
12	4.36	4.85	5.49	6.16	6.91	8.32	11.13	—	—
13	4.53	5.06	5.77	6.43	7.33	9.98	12.42	—	—
14	4.70	5.29	6.06	6.73	7.78	9.68	13.75	—	—
15	4.90	5.53	6.36	7.05	8.26	10.45	15.13	—	—
16	5.09	5.78	6.58	7.38	8.77	11.26	—	—	—
17	5.29	6.03	6.82	7.74	9.31	12.24	—	—	—
18	5.50	6.29	7.08	8.13	9.89	13.29	—	—	—
19	5.72	6.57	7.35	8.54	10.51	14.38	—	—	—
20	5.94	6.85	7.65	8.98	11.19	15.51	—	—	—
Total	79.77	88.76	99.16	111.85	129.16	157.91	114.56	68.59	31.18

Age	Retirement Income at 65									
	\$	\$	\$	\$	\$	\$	\$	\$	\$	
Div. Prem.	17.20	19.61	22.79	27.07	33.00	41.57	54.70	76.77	120.51	250.49
1	2.49	2.61	2.77	2.99	3.17	2.80	2.38	1.69	1.29	
2	2.48	2.59	2.75	2.96	3.22	3.34	3.10	2.86	3.66	
3	2.67	2.71	2.89	3.13	3.47	3.53	3.41	3.36	5.56	
4	2.67	2.84	3.04	3.38	3.73	3.73	3.74	3.89	8.67	
5	2.76	2.95	3.20	3.53	3.99	3.96	4.10	4.51	5.66	
6	2.86	3.08	3.36	3.73	4.14	4.19	4.47	5.15	6.82	
7	2.97	3.21	3.53	3.95	4.29	4.45	4.87	5.83	8.16	
8	3.08	3.34	3.70	4.17	4.47	4.72	5.28	6.55	9.54	
9	3.19	3.48	3.88	4.41	4.65	5.02	5.72	7.30	11.06	
10	3.81	4.13	4.57	5.15	5.36	5.83	6.73	8.61	13.29	
11	3.93	4.28	4.76	5.29	5.57	6.16	7.26	9.49	—	
12	4.05	4.44	4.96	5.44	5.81	6.50	7.83	10.47	—	
13	4.18	4.61	5.17	5.60	6.05	6.87	8.42	11.50	—	
14	4.32	4.78	5.40	5.77	6.32	7.25	9.05	12.70	—	
15	4.46	4.96	5.62	5.96	6.60	7.70	9.72	13.96	—	
16	4.61	5.14	5.76	6.16	6.90	8.17	10.45	—	—	
17	4.76	5.34	5.90	6.38	7.21	8.66	11.26	—	—	
18	4.92	5.54	6.05	6.61	7.54	9.18	12.13	—	—	
19	5.08	5.75	6.21	6.86	7.90	9.73	13.13	—	—	
20	5.26	5.96	6.39	7.12	8.30	10.32	14.17	—	—	
Total	74.36	81.61	89.75	98.31	108.51	122.48	147.64	108.56	66.95	31.38

Age	Annual Life (3½% Reserve)										
	\$	\$	\$	\$	\$	\$	\$	\$	\$		
Div. Prem.	14.15	15.64	17.52	19.94	23.10	27.26	32.89	40.59	51.19	65.92	86.59
1	2.46	2.57	2.91	3.20	3.46	3.25	3.11	3.04	3.00	4.28	
2	2.51	2.81	3.03	3.35	3.52	3.35	3.24	3.25	3.44	4.41	
3	2.58	2.72	2.90	3.15	3.50	3.57	3.45	3.36	3.88	4.92	
4	2.64	2.80	3.00	3.28	3.67	3.63	3.55	3.48	3.64	5.44	
5	2.70	2.88	3.11	3.41	3.84	3.70	3.67	3.82	4.78	6.94	
6	2.77	2.96	3.21	3.54	3.88	3.78	3.86	3.98	5.23	6.44	
7	2.84	3.05	3.32	3.68	3.98	3.86	3.89	4.05	4.36	5.92	
8	2.91	3.15	3.44	3.83	3.98	4.01	4.22	4.75	5.77	7.41	
9	2.99	3.24	3.55	3.98	4.04	4.05	4.12	4.39	5.13	6.19	
10	3.57	3.84	4.18	4.64	4.61	4.65	4.79	5.05	6.02	7.12	8.55
11	3.65	3.94	4.31	4.69	4.68	4.76	4.96	5.20	6.40	7.53	8.70
12	3.74	4.05	4.44	4.73	4.76	4.87	5.13	5.53	6.50	7.94	9.12
13	3.83	4.15	4.59	4.78	4.84	4.97	5.29	5.87	6.87	8.34	9.54
14	3.92	4.28	4.74	4.84	4.93	5.08	5.44	6.21	7.23	8.73	9.95
15	4.02	4.39	4.89	4.90	5.03	5.23	5.58	6.58	7.60	8.88	10.36
16	4.11	4.52	4.93	4.96	5.13	5.39	5.71	6.89	7.95	9.00	10.76
17	4.21	4.65	4.97	5.05	5.23	5.54	6.02	6.97	8.31	9.36	11.16
18	4.32	4.78	5.02	5.12	5.33	5.69	6.32	7.30	8.65	9.70	11.55
19	4.44	4.93	5.07	5.21	5.42	5.83	6.63	7.62	8.98	10.05	11.92
20	4.55	5.08	5.13	5.30	5.57	5.96	6.94	7.94	9.11	10.39	12.29
Total	68.76	74.63	80.32	85.03	88.92	91.50	95.88	104.51	119.04	139.00	167.55

Age	20 Premium Life										
	\$	\$	\$	\$	\$	\$	\$	\$	\$		
Div. Prem.	21.74	23.46	25.54	28.06	31.19	35.09	40.14	46.88	56.13	69.18	88.13
1	2.30	2.41	2.56	2.75	3.03	3.30	3.10	2.98	2.95	2.93	4.26
2	2.42	2.56	2.72	2.93	3.25	3.42	3.25	3.17	3.21	3.41	4.40
3	2.56	2.71	2.89	3.13	3.49	3.55	3.43	3.35	3.46	3.89	4.94
4	2.70	2.86	3.06	3.23	3.72	3.69	3.61	3.55	3.71	4.38	5.46
5	2.83	3.02	3.24	3.54	3.97	3.84	3.80	3.81	3.95	4.86	5.99
6	2.99	3.19	3.44	3.76	4.09	4.01	4.01	4.08	4.19	5.35	6.51
7	3.14	3.36	3.63	3.98	4.24	4.18	4.21	4.35	4.64	5.52	7.02
8	3.31	3.54	3.83	4.22	4.38	4.43	4.62	5.09	6.00	7.52	8.02
9	3.47	3.73	4.05	4.47	4.54	4.58	4.65	4.89	5.58	6.48	8.02
10	4.15	4.42	4.77	5.22	5.30	5.43	5.67	6.52	7.46	8.74	10.74
11	4.32	4.62	4.99	5.37	5.41	5.52	5.72	5.94	6.99	7.95	8.94
12	4.51	4.83	5.24	5.54	5.62	5.76	6.02	6.39	7.21	8.43	9.41
13	4.71	5.05	5								

## Just Reinsurance That's All



### The Reinsurance Life

Chicago

T-H-E  
COMBINATION  
I-D-E-A-L

Liberal policies  
Good territory  
Agency—Building  
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#### NATIONAL CASUALTY COMPANY

Detroit, Michigan

W. G. Curtis, President

## Satisfying Service

THE MUTUAL BENEFIT LIFE writes policy contracts that meet the needs of the people; assists its agents in presenting these contracts; and gives to policyholders a service that satisfies.

**The Mutual Benefit Life Insurance Co.  
Newark, N. J.**

Organized 1845

## NEWS OF LIFE ASSOCIATIONS

### OPERATING CODE DRAWN UP

Colorado Underwriters Association With Denver Trust Officials Draw Up Principles of Cooperation

A general code of operating principles affecting insurance trusts has been adopted jointly by the Colorado Association of Life Underwriters and the trust officers' association, representing the clearing house banks of Denver.

Trust officials are not to be expected to furnish underwriters with lists of prospects, nor to assist underwriters by letter of introduction, or otherwise establish contact with prospects.

The financial returns to each interest shall come wholly from their respective services. Relations should be such, the code says, that underwriter or trust official may seek the assistance of the other in any given case with the confident assurance that he will do nothing to jeopardize the existing relationship and will contribute his part to a comprehensive estate service.

Trust officials are not expected, according to the code, to furnish actuarial and mathematical calculations on prospective cases but may furnish to the underwriter such calculations or other service as they may think advisable.

Both groups pledged themselves to consider the merits of both the insurance trust and settlement options offered by the life companies.

The underwriters were represented in the joint conference by Charles R. Mason, president; Edward A. Krueger, secretary; Harry C. Fabling, chairman executive committee; Curt A. Schroeder, W. Norman Dempsey and Isadore Samuels.

### ELECT MacKINNON PRESIDENT

Detroit Association Holds Annual Meeting—W. C. Baily and H. E. Vandewalker Chosen Vice-Presidents

DETROIT, June 20.—New officers were elected and plans for next year made at the June meeting of the Detroit Association of Life Underwriters, held Friday.

Donald T. MacKinnon of the Provident Mutual was named president, succeeding Edwin Baker of the Aetna Life. Mr. MacKinnon formerly was first vice-president.

W. C. Baily of the Connecticut General was named first vice-president, and H. E. Vandewalker of the Peoria Life is the new second vice-president. T. H. Cummings of the Northwestern National is secretary. Thomas F. O'Keefe of the Mutual Benefit is the new treasurer.

Ernest W. Owen of the Sun Life, secretary of the National association, was reelected national committeeman. The new executive committee will consist of Edwin Baker, Lee Gillett, Frederick Smart, Benjamin Micou and A. G. Work.

The speaker of the evening was William B. Burruss of Washington, who discussed several phases of sales promotion. The underwriters were guests of the Union Trust Company.

COLUMBUS, OH.—The Columbus association held its annual meeting Thursday and elected new officers. The speaker was Dr. Charles J. Rockwell of Chicago, insurance editor and educator.

SAN FRANCISCO.—The annual meeting of the San Francisco association will be held June 27. Officers will be elected and the applications of more than 40 new members which are now pending will be considered. This will put the San Francisco organization "over the top" in the membership campaign which is being conducted by the national body. F. P. Eberts is chairman of the membership committee.

### THURMAN IS MADE PRESIDENT

Chicago Manager of Missouri State Life Elected Head of His Local Association

E. B. Thurman, Chicago manager of the Missouri State Life, is the new president of the Chicago association, elected last week. The entire slate proposed by the nominating committee was elected. The other officers are:

First vice-president, I. B. Jacobs, Mutual Life of New York; second vice-president, Alexander E. Patterson, general agent Penn Mutual Life; treasurer, Harry T. Wright, associate manager H. F. Berls agency, Equitable Life of New York.

### Directors Chosen

New directors elected are: Samuel T. Chase, general agent, Connecticut Mutual Life; Roy L. Davis, life manager, W. W. Durham & Co.; Marc A. Law, associate general agent, National Life of Vermont; Arthur L. Miller, New England Mutual; L. H. Tracy, New York Life, and F. C. Wigington, Aetna Life. All these will serve two years. John R. Hastie of the Heifetz agency, Mutual Life of New York, will serve on the board for a year to fill the unexpired term of Harry T. Lake.

### Howes Gives Report

Byron C. Howes, retiring president, gave a summary of the last year's work of the association and introduced Walt Tower, the new managing director of the association. The meeting gave a vote of thanks to Clinton F. Criswell, who has resigned as managing director, for his work in the association's behalf.

The meeting was, in point of attendance, one of the best the association has held in months. The principal speaker was Theodore M. Riehle of New York, whose subject was "Business Insurance." His address is reported elsewhere in this issue.

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RICHMOND, VA.—Officers of the Richmond association were elected at the annual meeting as follows: Jesse H. Hood, Equitable of New York, president; Horace F. Sharp, Atlantic Life, first vice-president; Carlton P. Moffatt, Penn Mutual, second vice-president; Marsten Crump, Prudential, treasurer; Lawrence W. Efford, Prudential, secretary. These were the following comprise the new executive committee: T. Pryor Campbell, Jr. (retiring president), G. W. Diggs, Luther W. Wells, W. D. Love, B. I. Chapman. G. W. Diggs was re-elected national committeeman.

\* \* \*

DES MOINES—Claude Fisher, veteran general agent for the Connecticut Mutual Life, was elected president of the Des Moines association Saturday. He succeeds A. C. Miller. Will D. Bowles, general agent Phoenix Mutual, and E. R. Gray, assistant manager of the Prudential, were named first and second vice-presidents, respectively. Sanford P. Drake was re-elected secretary. George J. Pfanzl, former first vice-president, was elected chairman of the board and John Hilmes was named a new board member.

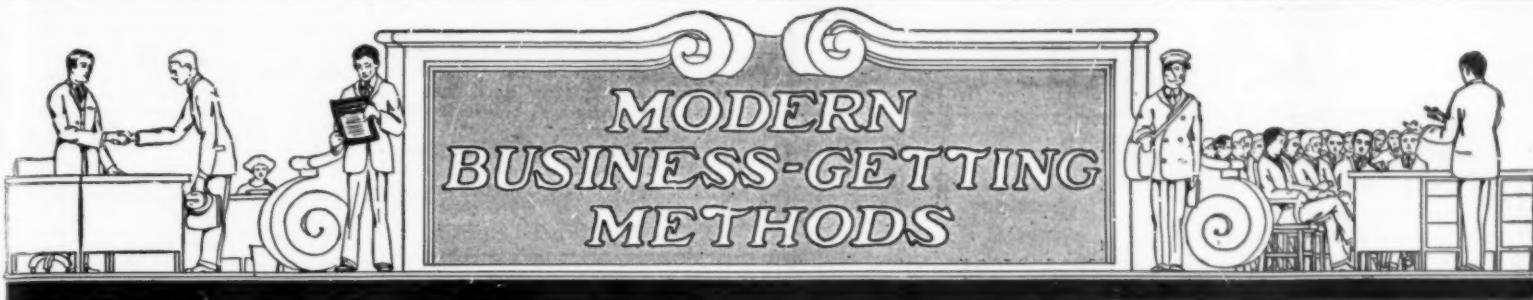
F. L. Wright, general agent at St. Louis for the Northwestern Mutual Life, was the speaker.

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LANSING, MICH.—Officers were elected at the annual meeting and "ladies' night" banquet of the Lansing association, last week. C. B. Carmen, Equitable Life of Iowa, was chosen president; Ralph Stow, Mutual Benefit Life, vice-president; H. A. Carr, Canada Life, secretary; H. A. Every, Massachusetts Mutual Life, treasurer; J. E. Walker, Guaranty Life, and A. P. Gray, Mutual Benefit, the retiring president, members of the executive committee.

Rev. Fred Ingvoldstad, pastor of Central Methodist Church here, was the speaker, stressing particularly the service life insurance provides the average layman. He enumerated four chief serv-

(CONTINUED ON LAST PAGE)



## Salesman Tells of Methods Followed in the Development of Life Business in the Suburban Districts of Cities

**N**ORMAN E. ANDERSON, one of the agents of the Mutual Benefit in Chicago, recently discussed suburban selling. Mr. Anderson does a good deal of his work in the Chicago suburbs. Some of the suggestions he gives are excellent. He says:

"Selling life insurance in the suburbs of Chicago or of any large city, for that matter, differs only in detail from selling in a large city itself. In both cases, the underlying sales fundamentals are identical. Therefore, in attempting to analyze my sources of business for publication, I can only detail my particular plan of operation in the suburbs.

### Old Policyholders Are a Big Asset

"The largest percentage, 30 percent of the new insurance I wrote last year, naturally enough came from old policyholders. I call on old policyholders as often as I can bring them a new idea. If I go with an income idea—in which they may not be interested—it is just possible that they may be thinking of more insurance payable in a lump sum.

By revisiting suburban (or city) policyholders frequently, we are on hand for the 'order.' I never go to an old policyholder to discuss his insurance unless I have something to say, which tends to keep me on the high plane of 'one-who-knows-his-business' in his estimation.

"Securing an interview with old policyholders in the suburbs is a simple matter. They are available in the evening when their minds are free from business cares and more receptive to our sales and service ideas.

"Twenty-six percent of my business came from the persistent use of the end-

less chain method. Again all of you are familiar with this seasoned manner of getting business. In asking policyholders for the names of prospects, I have had to observe one caution: Not to appear over-anxious. We have all seen competitors lose business because the prospect was given an unfavorable impression. All prospects like to believe that they are getting the best insurance on the market and that we, the agents, are doing some special service for them in connection with the sale. I endeavor to keep them believing so even when asking for names, by assuming an attitude which I can only describe as midway between nonchalance and insistence. I make an effort to sell a man so completely that he will tell others about me—or tell me about others. The endless chain method of prospecting is particularly valuable in the suburbs where a life insurance agent can keep himself favorably known and conservatively before the community.

### Should Gain Confidence of the Community

"Since I want the confidence of the prospect above all else, I do something, no matter what it is, to gain his confidence. Participating in the activities of a community is merely one method of gaining confidence. I have found the endless chain method most effective when I arrange to see prospects at odd hours, that is, whenever it is most convenient for them to receive me. Some individuals escape many good life insurance men because they work at night or in offices that do not permit solicitation. By accommodating my time to their convenience, I have been able to trace additional business as a result of

gaining more favorable reception for my ideas.

"Friends furnished the fourth largest source of my business—18 percent. The fifth largest percentage of my business—12 percent—came from merchants with whom the family trading is done. I make it a practice to pick out a merchant who I believe can use some of my insurance ideas, and patronize him. I boost his business. Then, when an opportune time comes, I strike hard. When I have landed the business, I continue to trade with him. As a publicity medium, he can do me a vast amount of good. The reciprocity pays both of us. However, if I fail to get any storekeeper's insurance business, I do not hesitate to take my trade elsewhere until I have as policyholders all the merchants with whom I trade. Here again, it appears to me highly important for us to keep our business on a high level, never discussing it in a joking or light manner.

### Local Examiner Is a Great Help to the Agent

"The sixth and final division of my business (10 percent of the total) came to me from prospects secured from the local examiner. People will 'open up' to a doctor, a non-partisan, so to speak. I have assiduously cultivated my favorite local examiner, selling him so completely that he often recommends to these people who have taken him into their confidence that they share some of his good life insurance—procured through me. One good word from a disinterested third party of this type is worth hours of partisan sales talk. It is possible to cultivate the local examiner socially as well as through the regular channels of business. It is our gain if his personal liking for us enlists his active interest in our behalf when any insurance business looms in sight.

"In reviewing and summarizing the sources of my life insurance sales, practically all of which were made in the

suburbs, I find that whatever effectiveness I have developed emphasizes the importance of (1) working nights; (2) becoming known and keeping myself before the community; (3) seeing prospects at odd hours; (4) trading with folks who could and would reciprocate; (5) cultivating the friendship of the local examiner.

"It is surprising to me that more of our men whose homes are located in one or another of the suburbs do not concentrate their efforts there rather than in the congested center battleground."

## Big Field for Covering Installment Home Buyer

A plan of insurance that safeguards the real estate subdivider and installment plan buyer of homesites has been developed and is being put into practice with considerable success by Andrew M. Gump, president of Andrew M. Gump & Co., Inc., insurance counselors of Detroit. The plan, briefly, consists of an agreement by the real estate dealer to carry sufficient life insurance on each purchaser to cover the sales price of the lots the client is buying, and sufficient accident and health insurance to cover the agreed monthly payments.

In case the long-term buyer of property dies before completing his purchase, the claim is paid to the real estate dealer by the life insurance company. The real estate man in turn delivers a full warranty deed to the estate of the buyer together with cash to the amount of the equity in the property the deceased had created. In case the buyer is disabled by accident or sickness, the monthly payments on the property are paid to the real estate dealer by the insurance company. So far this year he has written \$700,000 of business, Mr. Gump says, and most of the Detroit field has not

## OPEN TERRITORY

The Detroit Life Insurance Company can offer attractive agency opportunities in various parts of its territory.

This institution has enjoyed a record of sound, consistent growth. It now has policies in force totaling over \$75,000,000.

To its agency organization as well as to its policyholders the Detroit Life is truly "The Company of Service."

If you contemplate entering the life insurance business or are seeking a new opportunity you are invited to communicate with our Home Office.

## DETROIT LIFE INSURANCE COMPANY

"The Company of Service"

M. E. O'Brien, President

A Division of Insurance Securities Company, Inc.

2210 Park Ave., Detroit, Mich.

## GREATER BY 140%

Would you not welcome a way to more than double your earnings?

In the first year on our New Low Rate Life plan the average policy was \$8,044. On all plans the previous year the average policy was \$3,350.

### Fidelity Agents Prospered Accordingly

Fidelity's modern selling tools include also a productive lead service—29,390 direct leads were distributed to Fidelity Agents last year. More than \$400,000,000 insurance in force. Contracts available in thirty-nine states.

Write for Booklet "What's Ahead?"

## The FIDELITY MUTUAL LIFE INSURANCE COMPANY PHILADELPHIA

WALTER LEMAR TALBOT, President

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CONSULTING ACTUARIES  
Barrett N. Coates 114 Sansome St.  
Carl E. Herfurth, San Francisco  
W. C. Green, Associate SUtter 5237

**ILLINOIS**

**D ONALD F. CAMPBELL**  
CONSULTING  
ACTUARY  
188 N. La Salle St.  
Telephone State 7298  
CHICAGO, ILL.

**H ENRY R. CORBETT**  
Actuary  
Specializing on Pension Funds  
175 W. Jackson Blvd. CHICAGO

**INDIANA**

**H AIGHT, DAVIS & HAIGHT, Inc.**  
Consulting Actuaries  
FRANK J. HAIGHT, President  
INDIANAPOLIS  
Omaha, Kansas City

**H ARRY C. MARVIN**  
Consulting Actuary  
2105 North Meridian St.  
INDIANAPOLIS, INDIANA

**IOWA**

**E RSTON L. MARSHALL**  
CONSULTING ACTUARY  
Hubbell Building  
DES MOINES, IOWA

**KANSAS CITY**

**ALEXANDER C. GOOD**  
Consulting Actuary  
404 R. A. Long Bldg.  
Tel. No. Harrison 4899  
Kansas City, Mo.

**NEW YORK**

**M ILES M. DAWSON & SON**  
CONSULTING  
ACTUARIES  
88 W. 44th St. New York City

**WOODWARD, FONDIL-  
WLER AND RYAN**  
Consulting Actuaries  
Insurance Accountants  
Richard Fondil Harwood E. Ryan  
Jonathan G. Sharp  
75 Fulton Street  
New York

**OKLAHOMA**

**T. J. McCOMB**  
COUNSELOR AT LAW  
CONSULTING ACTUARY  
Premiums, Reserves, Surrender  
Values, etc., Calculated, Valuations  
and Examinations Made. Policies  
and all Life Insurance Forms Pre-  
pared. The Law of Insurance a  
Specialty.  
Colcord Bldg. OKLAHOMA CITY

been touched. Under the agreement Mr. Gump reaches with his clients, the amount of life insurance he places during the year will equal the list price of the land sold during that time, and the amount of accident and health coverage will be in proportion.

As at present handled the life insurance written under this plan is placed with the Detroit Life and the accident and health business with the North American Accident.

## ASSOCIATIONS

(CONTINUED FROM PAGE 22)

ices of life insurance, as follows: Replacement of loss income caused when the head of a family is taken by death; guarantee of adequate education for the individual's children; support of the policyholder in event of permanent disability; opportunity afforded to guarantee the financial safety of the policyholder's dependents through income settlements or life insurance trusts.

Commissioner Charles D. Livingston and Ralph M. Wade, second deputy commissioner, were guests at the banquet. The commissioner gave a brief talk, stressing the higher plane to which the life insurance profession is climbing as evidence by such developments as the College of Life Underwriters.

**Grand Rapids, Mich.**—The Grand Rapids association has elected the following officers for the coming year: President, Daniel Treleven, Massachusetts Mutual Life; vice-presidents, Frank A. Beers, Mutual Life of New York, and H. J. Van Woylendar, Prudential; secretary-treasurer, A. H. Kollenberg, Mutual Benefit Life.

**Buffalo, N. Y.**—The Buffalo association will hold an inter-agency field meet June 25 at Clarence, N. Y. Events are open to all employees of life agencies in Buffalo. A valuable trophy will be awarded to the agency whose staff obtains the most points in the field meet. J. Y. Cameron, Jr., is chairman of the special committee in charge.

**Bellingham, Wash.**—The Bellingham association has elected officers for the year as follows: Fred Finnegan, president; Axel Dahlquist, vice-president; J. L. Oliver, secretary; J. E. Van Cleve, treasurer. Hugh Bell, president of the Seattle association, was one of the speakers.

**Waterloo, Ia.**—Charles H. Greeley was elected president of the Waterloo association at its annual meeting, succeeding Fred C. Repass.

Ray Short was named first vice-president; Mrs. S. M. Wallace, second vice-president; Miss Susan Lentz, secretary, and Guy H. French, member of the executive committee. The officers, together with the past president, Mr. Repass, and A. H. Peterson make up the executive committee. Mr. Peterson is national committeeman.

Mrs. W. S. Pritchard, Garner, Ia., chairman of the Insurance department of the Iowa Women's Federation of Clubs, spoke on the importance of insurance as a preservation of the home.

**Rhode Island**—At the annual meeting of the Rhode Island association at Providence, Lawrence F. Vorles of Starkweather & Shepley was elected president; Eben Luther, Connecticut Mutual Life, vice-president, and Ernest L. Intlehouse, Connecticut General Life, secretary-treasurer. Directors include Guy Brown, Robert Hunt, Manuel Camps, Jr., Stanley Smith, F. W. Crother, Clinton C. White and the retiring officers of the association, D. T. Torrey, N. L. Umphrey, G. C. Henley and Eben Luther.

**Philadelphia.**—Thomas M. Scott, Penn Mutual Life, has been elected president of the Philadelphia association. Other officers elected are: First vice-president, J. Elieck Willing, State Mutual; second vice-president, A. W. Moore, New England Mutual; treasurer, John N. Adams, Aetna; executive secretary, C. S. Borton, Jr.

New members of the board are: Sigmund Mellor, Home of New York; C. A. Duffield, John Hancock; A. E. Tisdale, Connecticut Mutual; Samuel W. Jones, Provident Mutual; M. Herbert Paul, Philadelphia Life; A. B. Cheyney, Continental American; George S. Oppenlander, Northwestern Mutual.

Dr. S. S. Huebner of the University of

Pennsylvania was the principal speaker. His subject was "Education of the Life Underwriter."

**Cincinnati**—At the annual meeting this week, the Cincinnati association elected Frank E. Crawford, Union Central Life, president; Guy Randolph, New England Mutual, vice-president; G. W. Johnson, secretary-treasurer.

**Colorado**—Secretary Edward A. Krueger of the Colorado association reports that a number of sales for members have resulted directly from an association advertising campaign which, among other things, included published lists of association members as well as brief outline of the purposes and intents of the association and its members.

**Fort Wayne, Ind.**—The Fort Wayne association at its last meeting elected the following officers: President, L. D. Fowler; vice-president, Paul Knothe; secretary-treasurer, Lester O. Solomon; executive committee, Kenneth Robinson, Louis Goldstine and Don Thomas, Waldemar E. Eickhoff was elected national executive committeeman.

Read The Accident & Health Review. Progressive men all over the country subscribe to it. It has served them ably for 22 years.

## A PURELY MUTUAL COMPANY!

If You Have Knocked  
the "T" Out of "Can't"

### WE CAN GIVE

1. You a liberal first year commission.
2. An unexcelled renewal commission.
3. Your beneficiary a renewal pension.



### MANAGER WANTED AT COLUMBUS, OHIO

An old established eastern company has a general agency opening in central Ohio with an established office and considerable volume in force in the territory. An interesting contract is available to the right man. Give full information on past experience and life insurance results in first letter. Correspondence confidential. Address **M-60**, care The National Underwriter.

**AGENCY SUPERVISOR WANTED**  
A big midwest life insurance company offers exceptional opportunity for experienced group and commercial accident and health man, capable of supervising activities of nation-wide agency force. Good salary, promotion for the right man. Address **M-61**, care The National Underwriter.

**A REAL OPPORTUNITY AT DAYTON, COLUMBUS AND SPRINGFIELD, OHIO**  
Presents itself for a high grade producer and agency builder for the position of Manager. Write fully, in strictest confidence to the Agency Department, The Toledo Travelers Life Insurance Company, Toledo, Ohio.

## BIG OPPORTUNITIES WITH GREAT REPUBLIC LIFE INSURANCE COMPANY of LOS ANGELES, CAL.

This Company has General Agency openings in Texas, Oklahoma, Arkansas, Missouri, Kansas, New Mexico, Arizona and California. Liberal first year and renewal commissions, together with exceptional line of policies and other attractive inducements offered to capable men of high character and records of successful experience who would be interested in building a profitable future with a progressive Western company. For full information address

W. H. SAVAGE, Vice-President  
Great Republic Life Building, 756 So. Spring Street  
Los Angeles, California

## Eureka-Maryland Assurance Co. OF BALTIMORE, MD.

Incorporated Under the Laws of Maryland, 1882

WE ISSUE

**STANDARD ORDINARY AND INDUSTRIAL POLICIES**

J. N. WARFIELD, President  
J. BARRY MAHOO, Vice-President

A. W. MEARS, Secretary  
DR. EDWARD NOVAK, Medical Director

Speaker,  
the Life  
Meeting  
Association  
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# WANTED— A MAN!

Possessing the following qualifications:  
**AGE 35 or over, seasoned and a producer.**  
**THREE years of life insurance experience.**  
**Must be personally acquainted with at least 25 life agents.**

## TO HIM— WE OFFER

- The Highest commission for low cost participating insurance.
- The services of an experienced field man, to help him in the field, appointing sub-agents, giving sales helps and to "PUT HIM OVER"

**Over \$100,000,000 in Force**

We are particularly interested in Pennsylvania men. Write fully. We will not check references until after interview.

Address M-50, care The National Underwriter



## Points That Pull

In the close of every sale it is Some Point that Pulls the Prospect Up the Hill to the Dotted Line.

Here are a few of the points that help the Ohio National Agent:

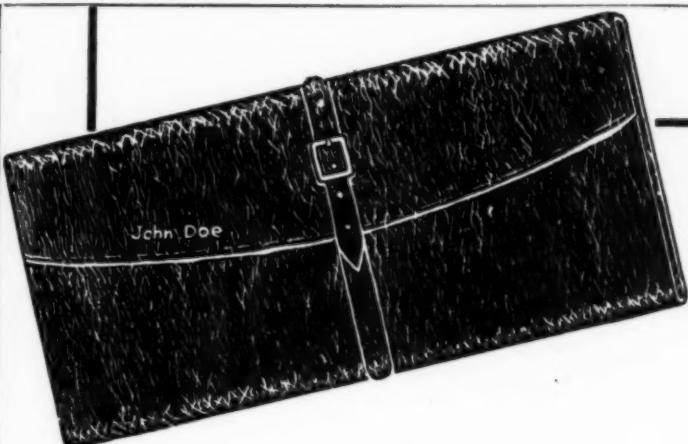
1. Participating Policies
2. Non-Participating Policies
3. Policies from Birth to Age 65
4. Policies for both Men and Women
5. Sub-standard Policies
6. Health Conservation Service
7. Flexible Income Settlements
8. Selective Risk Applications
9. Personal Life Income Policy for Rejected Risks
10. Premium Payments arranged for every pocket-book—Minimum Annual \$10, Semi-Annual \$8, Quarterly \$6, Monthly \$3
11. Re-dating Reinstatement Service
12. Automatic Premium Loans
13. Dividends on Non-Paid Up Policies
14. Direct Mail Advertising Service

High Points of Service are one of the many reasons "Why It Pays to Tie Up with The Ohio National"

For information address:

**The Ohio National Life Insurance Co.**  
Cincinnati, Ohio

T. W. Appleby, President.  
E. E. Kirkpatrick, Supt. of Agencies



## Builders of Business

### An Investment in Wallets Will Pay Big Dividends

If you have not used Kaufmann Systeman Security Holders you have a pleasant surprise awaiting you. For Kaufmann wallets will help you build business just as it is building business for hundreds of others. The Kaufmann Wallet is the best leather container on the market designed to provide a place for insurance policies, bonds and other valuable papers. Until you have used it to deliver those extra policies you have not made use of the biggest dollar for dollar life insurance business builder on the market today.

The standard size is \$2.25 and the large size, \$3.15. Quantity rates gladly furnished on application. Other wallets from 65c to \$5.00.

**E. L. KAUFMANN**

Room 700, Austin Bldg.  
111 W. Jackson Blvd. Chicago, Ill.  
Telephone Wabash 3933

## Managers Wanted

### In Colorado and Missouri

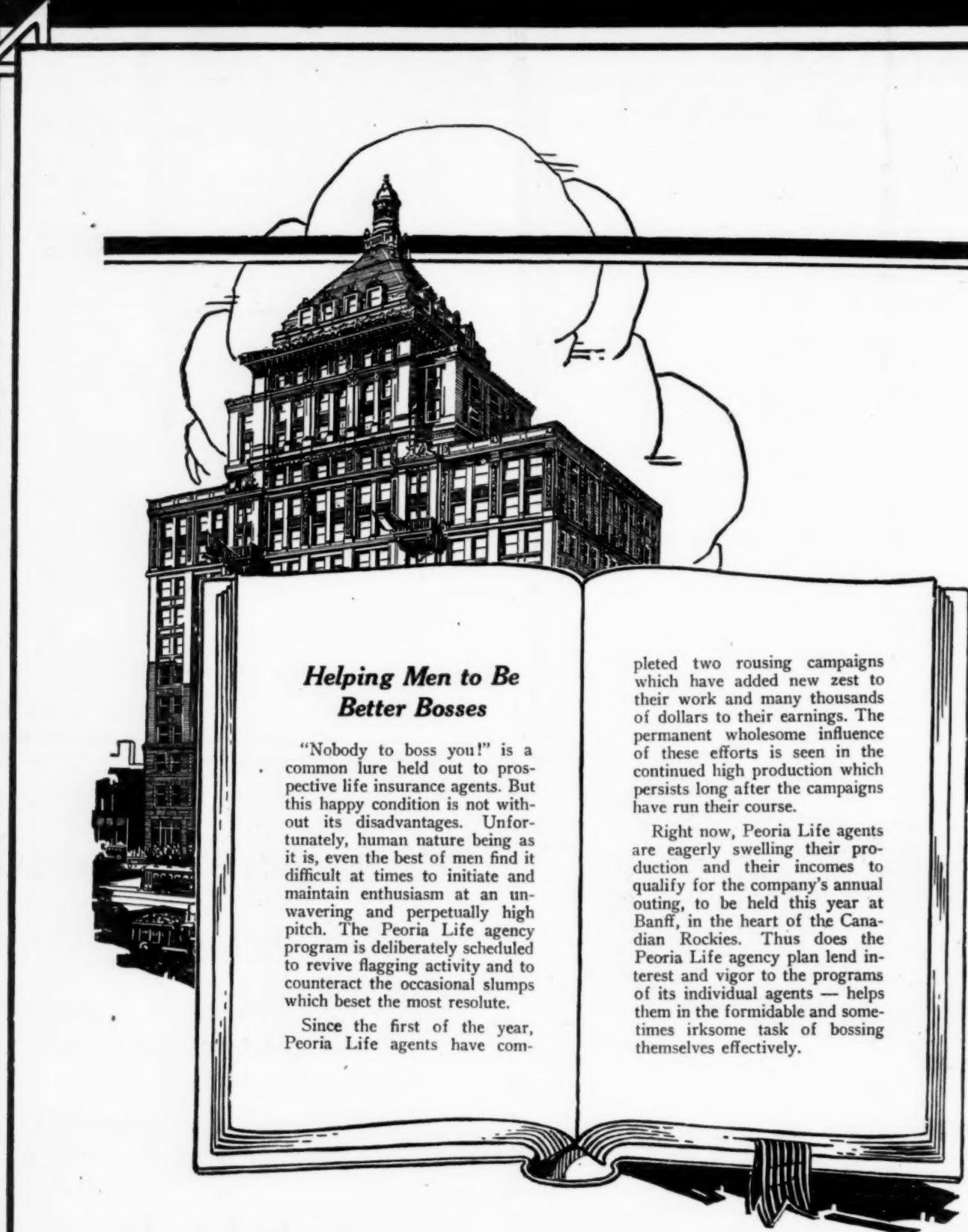
We have attractive openings for Managers in several sections of the above states.

Replies strictly confidential.

## The Liberty Life Insurance Company

**TOPEKA, - KANSAS**

CHARLES A. MOORE, President  
EDWARD C. WILLS, Superintendent of Agencies



### ***Helping Men to Be Better Bosses***

"Nobody to boss you!" is a common lure held out to prospective life insurance agents. But this happy condition is not without its disadvantages. Unfortunately, human nature being as it is, even the best of men find it difficult at times to initiate and maintain enthusiasm at an unwavering and perpetually high pitch. The Peoria Life agency program is deliberately scheduled to revive flagging activity and to counteract the occasional slumps which beset the most resolute.

Since the first of the year, Peoria Life agents have com-

pleted two rousing campaigns which have added new zest to their work and many thousands of dollars to their earnings. The permanent wholesome influence of these efforts is seen in the continued high production which persists long after the campaigns have run their course.

Right now, Peoria Life agents are eagerly swelling their production and their incomes to qualify for the company's annual outing, to be held this year at Banff, in the heart of the Canadian Rockies. Thus does the Peoria Life agency plan lend interest and vigor to the programs of its individual agents — helps them in the formidable and sometimes irksome task of bossing themselves effectively.

# **Peoria Life Insurance Company**

PEORIA, ILLINOIS